''A STUDY ON ATTITUDE OF CUSTOMERS REGARDING FLIPKART ONLINE SHOPPING IN KAKKANAD AREA''

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BONAFIDE CERTIFICATE

This is to certify that this project entitled **"A STUDY ON ATTITUDE OF CUSTOMERS REGARDING FLIPKART ONLINE SHOPPING IN KAKKANAD AREA"**, has been prepared by **Aiswarya Rajesh, Aswin manoj, and Mv naveen** under my supervision and guidance in partial fulfillment of the requirement for the Degree of bachelor of commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

They are allowed to submit this dissertation.

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DECLARATION

We Aiswarya Rajesh,Aswin Manoj, MV Naveen ,BCOM FINAL year students, Department of commerce, Bharata Mata College, Thrikkakara, hereby declare that the dissertation submitted for the award of bachelor's degree is our original work. We further declare that the said work has not previously been submitted to any other university or academic body.

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CHAPTER 1

INTRODUCTION

1.1 **INTRODUCTION**

Consumers are the king of the market. Consumers derive satisfaction when their needs are met by a product or service. In traditional marketing they focused on profit by selling cheap product widely. Later came as realisation that the focus should be shifted to quality product rather than cheap product. As a result the concept of customer satisfaction derived in order to satisfy customers and their convenience modern marketers introduced Online Shopping. Online Shopping is the process of buying goods and services from the merchants who sell on the internet Consumer can buy variety of items from online stores. Thus after the emergent of Online Shopping, the possibilities of online marketing become wide. As a result many shopping website introduced.

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing cost, thereby reducing the price of their product and services in order to stay in highly competitive markets. Company also use the internet to convey, communicates and disseminate information, to sell the product to take feedback and also to conduct satisfaction survey with customers. Customers use the internet not only to buy the product online, but also to compare price, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the product of online business.

Consumers attitude towards online shopping refers to psychological state in terms of making purchases over the internet. Online buying behaviour process refers to the products purchased online. The process of online buying consist of five steps and it is similar to traditional shopping behaviour.

It has been more than a decade since business-to-consumer E- commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain improved insight into consumer behaviour in cyberspace. Along with the development of E-retailing, researchers continue to explain E-commerce behaviour from different prespectives.

About Flipkart

It is an Indian e-commerce site with Bangalore as its hub. With 2,000 crore in annual revenues, the business is among the most successful.

Indian online shops a tiny online company,Originally a bookshop, it now sells nearly 20 items per minute, ranging in scope from mobile phones, clothes, shoes, toys, and home decor equipment for e-books. The total user their expertise has led them to this conclusion.where the business stopped accepting donations $360 million, which includes an addition of $160 million to the $200 million in funds that were initially disclosed.Flipkart, which has revolutionised Indian retail,operates on a B2C (business to consumer model).Flipkart began using direct-to-consumer business model.the sale of books and before, some other productsutilising a connecting marketplace concept as well as growing its database of vendors and customers. Today, Everything is sold there, including clothes and smartphones.furnishings, appliances, FMCG products, and yes, According to Flipkart, it has thousands of sellers from in India that have their products listed in more than 80 categories. The typical consumer might not be concerned who the seller is and what their connection to Flipkart is,where as the vendor might not have gotten to the any customer. able to do so now thanks to Flipkart platform.

1.2 <u>Significance of study</u>

A study on the attitude of customers regarding Flipkart online shopping in the Kakkanad area can provide important insights into the perception and behavior of customers towards online shopping. This information can be valuable for businesses and organizations looking to understand the online shopping market in the Kakkanad area, as well as for Flipkart itself to gain an understanding of customer preferences and experiences. The results of the study could reveal areas for improvement for Flipkart, such as the types of products customers prefer to purchase online, the delivery and return policies that are important to customers, and the level of customer satisfaction with the overall shopping experience. This information can help Flipkart make strategic decisions about product offerings, customer service, and marketing efforts to better meet the needs and expectations of customers in the Kakkanad area. Moreover, the study can also help in identifying the potential challenges and barriers faced by customers in the Kakkanad area when shopping online, such as delivery and payment issues, and how these can be addressed to improve the customer experience.

In conclusion, the significance of this study lies in its ability to provide valuable information to businesses and organizations looking to understand the online shopping market in the Kakkanad area, as well as to help Flipkart improve its offerings and customer experience.

1.3 <u>Statement of problem</u>

The "Statement of problem" in a research study refers to a concise description of the issue or problem that the researcher is trying to address. In the case of "A study on attitude of customers regarding flipkart online shopping in Kakkanad area", the statement of problem would outline the specific problem or question that the research aims to answer.

Some possible statements of problem for this study could be:

1. What is the current attitude of customers in Kakkanad towards online shopping through Flipkart?

2. How do customers in Kakkanad perceive the online shopping experience through Flipkart?

3. Are customers in Kakkanad satisfied with the products, delivery and customer service provided by Flipkart?

4. To what extent do customers in Kakkanad trust online shopping through Flipkart?

5. How does the attitude of customers in Kakkanad towards online shopping through Flipkart impact their purchasing behavior?

The statement of problem should be clear, concise, and relevant to the research question being studied. It is an important part of the research study as it sets the stage for the rest of the research, including the research methodology, data collection and analysis, and conclusions.

1.4.<u>Objectives of the study</u>

The objectives of the study "A study on attitude of customers regarding Flipkart online shopping in   Kakkanad area" can be:

•To examine the level of customer satisfaction with Flipkart online shopping in the Kakkanad area.

•To identify the factors that influence the customer attitude towards Flipkart online shopping.

•To assess the customers' perception of the ease of use, reliability, and security of Flipkart online shopping.

• To understand the factors that motivate or discourage customers from using Flipkart online shopping.

•To identify the challenges faced by customers while using Flipkart online shopping and to recommend ways to overcome these challenges.

•To understand the customers' preferences and buying behavior while shopping on Flipkart.

•To provide insights into how Flipkart can improve its online shopping experience for customers in the Kakkanad area.

       The objective of the study is to gain a better understanding of the customer attitudes towards Flipkart online shopping in Kakkanad and to provide recommendations to the company on how to improve its online shopping experience for customers in the area.

1.5. DATA COLLECTION METHOD

Data collection is the most important part of any of the research. Generally primary as well as secondary ways are available for data collection. Data can be classified into two types: -

1.5.1. PRIMARY DATA

Primary data have been collected by preparing and supplies questionaire containing a set of the various customers.

The population of the study is all customers of flipkart and the sample size 60.the place for conducting survey should be a place where each and eery section of people in the society gathered ie, people live in urban and rural areas working men and women,student,youth etc.we choose kakkanad area as the sampling frame.

1.5.2.SECONDARY DATA

Secondary data have been collected from various magazines and websites.we have been mainly visited www.academia,edu and www.scribd.com

For analysing the data collected from the respondent different mathematical

Andvstatisical tool were used.

Data are analysed through:

- Tables
- Graph
- Percentage

Therefore percentage is calculated by the statistical formula.that is

Percentage of response= <u>(no of respondents*100)</u>

Total no of respondents

After the survey and collecting the details ,tables and graphs will be prepared and will reach at the findings by analysing and interpreting the collected information.

1.6.Scope of study

The study will cover various type of customers of flipkart in order to know their satisfaction level.as the people are engaged in lots of activities they couldn't enjoy direct purchasing or shopping. It is the key element that sets online shopping in top.The online shopping helps the customers with a wide variety of choice and very convenient as it makes the shopping much enjoyable than the direct shopping with extra discount.

For the study, the respondents were from kakkanad.the studies consist of all category of customers and the sample size of 50 are selected for the data collection.

1.7.NEED OF THE STUDY

The need of this research is to identify and get insight into what main factors the online consumers takes into consideration when most the buy products on internet what effects their shopping behaviour,basic need of this research is to find out what are the main factors affect the online consumer when considering and making a purchase over internet.

1.8.Limitations

•   Limited geographical area

•   Sample is limited

•   Response may not be accurate

•   Some were not interested to answer the questions properly

•   It requires less time for study

1.9 CHAPTERIZATION

TABLE.NO.1

CHAPTER 1	INTRODUCTION
CHAPTER 2	REVIEW OF LITERATURE
CHAPTER 3	THEORITICAL FRAMEWORK
CHAPTER 4	DATA ANALAYSIS AND INTERPRETATION
CHAPTER 5	FINDINGS, SUGGESTIONS AND CONCLUSION

TABLE.NO.1

CHAPTER-2

REVIEW AND LITERATURE

2.1. INTRODUCTION

The first section of this chapter discusses the literature review done for this study followed by the research design of this study in detail in the second section. A literature review is a body of text that alms to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contribution to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Also, a literature review can be interpreted as a review of an abstract accomplishment, methodology is the answer to the why and how the research was carried out in the first place. This increases the possibility of receiving appropriate answer to the research question and driven valuable insights into the topic at hand. The main focus of the methodology here is driven by primary research, thus undertaking research that is novel in nature. Alongside this it highlights the methods that would be put to use to explore this study. The choice of research approach is the first topic discussed in this chapter, followed by data collection, sample selection and data analysis.

Rasheed Al Karim,b.com student (July 2010) Topic :customer satisfaction in online shopping into the reason for motivation and inhibition objectives of project are to explore the reason why despite increase in internet users online shopping has not been increase ,second objective to discover the individual factors that nearly 90% respondent use internet daily but most of respondent do not use internet daily to buy product nearly half of total respondent opinion where that they would only use internet to buy product when the need arise to do .conclusion of project was it found that consumer purchasing decision when dependent on various factors all these motives like time saving ,information availability shopping fund all these motives motivate consumer behavior online purchasing is suitable for people who are using internet .some purchase online these is one major problem faced by online shopping site. The importance of customer satisfaction in online shopping store has been recognized in academic research and its literature in particular the result of research effort have not been satisfactory these unsatisfactory results can be attribute to several reasons such as inconsistent and different measurement of satisfaction lack of unified framework to integrate these different perspective

Bellman et al (2010), master of business administration. Benefit of online shopping. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behavior, such as earlier online purchases. This is consistent with

forrester research which proved that demographic factors do not have such influence on technology as the consumer's attitudes do, steinfield and whitten suggested that the combination of the internet. respondents are preferring online shopping due to various motives like less price or price discount, time saving, due to availability of no of sites rang and variety of products are available and customers are having choice to purchase, customers found purchase method very easy as website are user-friendly and customers want to avoid hassles of shopping in store

Marwan Mohamed Abdeldayem (2011). College of business administration objectives of these project is to determine whether the adopted model is valid and reliable measure for customer satisfaction with online shopping and to find reason customer are purchase online and also to find benefit of online purchasing. finding of these project was to ascertain relationship between customer satisfaction and online shopping respondent were asked to indicate on scale ranging from one to five .This table display the overall mean score and reveals on evidence of any although customer satisfaction with online shopping has been established in the literature to the author's knowledge this paper is the first of kind to examine the issue in Kerala. This study help us to obtained customer satisfaction with online shopping in this country. The major conclusion was the first of its kind to examine customer satisfaction with online shopping in middle east and particular in India, understanding of customer satisfaction with online shopping is particular important since a high level of satisfaction with several key out comes such as positive word of mouth reporting repeat purchase and so on.

T.R Jayasubramanian (2012) .A study on customer satisfaction toward online shopping objectives of project was to find out the satisfaction level of customer for online purchase second to know the specific reason for which purpose of customers purchase in online Third to find out the customer satisfaction level for service provided by the online shopping. Findings of project was hence if is concluded that majority 58% of the respondent are male hence the higher 50% percentage of the respondent are falling under the category of below 25-30 years age groups hence it is disclosed that majority 40% of the respondent are engaged on in students, majority 40% ofrespondents are post graduate level majority 56% of respondent are belongs to nuclear family .Conclusion of project was online shopping is become more popular by day with the increase in usage of world wide web known as www. understanding customers need for online selling that become challenge for marketers specially understanding the consumer attitude towards online shopping .The study is based upon the consumer behavior of online shopping and data collected for the research is fully on primary data given by the respondent there is chance for personal bias so the accuracy is not true

. **Rajan Darlami, master of business administration (2013)** consumer attitude towards online shopping and their satisfaction objectives of project are to analyse the satisfaction level of e marketing and to investigate the major factors the impact on customer satisfaction of - marketing finding are it is found that customer are satisfied in all the 12 statement the statement all are negatively worded statement 47% and 35% of total are simply dissatisfied with these two statement.which clarifies that they are satisfied with the price and product supplied during online shopping and 100% respondent are satisfied with the statement a7.96% respondent are satisfied with the statement a2 and a3 out of the total respondent 87% are satisfied with the statement a10 and more than 80% are satisfied with statement are satisfied with a5 product purchase through online and 6% are satisfied with delivery time of the products conclusion that online customer are satisfied The research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition on the customer satisfaction to retain the existing customers and have to offer new scheme day to attract the new customers.

Jyothi Chodhuru(2014) A study on university students .Objectives of study The purpose of this study is to find out the impact of five factors like internet literacy gender, educational qualification website usability and online product price on online shopping on a specific group of population that is the students .As such objects are to understand if gender has any impact on online shopping among students to understand educational qualification has any impact on online purchasing among students, to understand whether internet literacy has any impact on online purchasing these are various objectives of these project findings of study are demographic profile has been obtained from the respondent are in age group 20-35 years of age. which is obvious since target population are students gender wise 64% of respondents are male and the rest are female education level of respondents are 7% under graduate 91% are graduate and 2% are post graduate conclusion from the test it was found that there is any relationship between gender and online shopping among target group .The hypothesis of online shopping has a significant relationship with gender.

 Abhijit Dey (2015) Online shopping experience: a qualitative exploratory research. This research take place in India where 86% of internet users declare that they use the internet before making a purchase decision, the final purchase not necessarily taking place online. Shopping behavior and modifies the consumer issue of shopping experience in a online environment obiectives of study are to understand if product price quoted online has any impact on online shopping and to understand whether website has any impact on online shopping Findings of project was it was found that 50% people use internet daily and 30% use internet for online shopping 10% peoples purchase only through online website like Flipkart, club factory, Amazon

etc. as an exploratory research study a quantitative research method was used four focus groups thirty one consumer who differ in terms of age gender and consumer experience.

Hogskon Jai (2010) consumers attitude toward online shopping objectives of project was to test the number of people recommend online shopping and the gender who prefer online shopping and the gender who prefer online shopping always findings are one of the most important steps is to analyse the data and discuss the empirical findings from study the data analyse mainly concern primary data collected in form of questionnaires distributed among students in my university conclusion are online shopping become more popular day by day with increase in usage of world wide web known as www understanding customers need for online marketers specialy understanding the consumer attitude towards online shopping. Making that influence consumer to shop online with help marketer to gain the competitive edge over others. we foresee that our feelings that our findings will give a clear and wide picture to online retailers.

Ahuja(2018), makes a study on customer perception towards the purchase of electronic goods through flipkart. The study hovers around four basic aspets of gender and satisfaction level towards flipkart,income, and satisfaction towards flipkart.the paper finds out males are more interested in purchasing electronic goods online than females. however,people get interest to purchase electronic goods online only when they are exposed to offers irrespective of their age and income.

P.R.K Raju master of business administration(2017), measuring of eshopping intention with reference to flipkart objective of study was to study the e-shopping in detailed manner to understand the factors which will influence the purchase intention in online shopping to study the customers level of satisfaction with regarding to online shopping and to understand the perception of consumer of flipkart findings are shopping gain popularity among people specialy the younger generation but in today to become equally popular among all age group e- marketing will have to cover a longer distance as per study of payment is depent upon income of respondent people from different age group are doing online shopping regularly.The attitude of consumer is changing with time in a country like India consumer are finding online shopping comfortable because of many variable like cash on delivery , customized or personalize of the website home delivery etc.

2.2. <u>CONCLUSION</u>

The purpose of this review was to view the attitude of customers regarding Flipkart online shopping. It is clear from the research reviewed that it can be extended to include more departments more institutes would be able to get a more rounded view point and a better

understanding of youths perception towards online shopping. Therefore our study has focused that influence consumer to shop online shoppers in terms of demography we forsee that our feelings and findings will give a clear and wide picture online retailers.

CHAPTER 3

THEORETICAL FRAMEWORK

3.1 DEFINITION

3.1.1. Online shopping

 Online shopping is a form of electronic commerce which allows customers to directly buy goods and services from a seller over the internet using a web browser. consumers find a product of interest by visiting the website of the retailer directly or by searching among alternatives vendors using a shopping search engine,which displays the same products availability and pricing at different e-retailers.

3.1.2 Features of online shopping

 There are several features of online shopping that make it a popular choice for consumers. Some of these features include:

1. Convenience: Online shopping can be done from anywhere and at any time, which is a major convenience for consumers.

2. Wide Selection: Online stores often carry a much larger selection of products than brick-and-mortar stores, making it easier for consumers to find exactly what they're looking for.

3. Easy Comparison: Consumers can easily compare prices and features of products from different retailers, helping them to find the best deals.

 4. Personalized Recommendations: Many online retailers use algorithms to make personalized product recommendations based on a consumer's browsing and purchasing history.

 5. User Reviews: Online shopping websites often have a section for user reviews, which can help consumers make informed purchasing decisions.

6. Quick Delivery: Online retailers often offer fast and convenient delivery options, including same-day or next-day delivery.

7. Secure Payments: Online shopping websites use secure payment gateways to ensure the safety and security of consumers' personal and financial information.

8. Return and Refund Policies: Many online retailers have lenient return and refund policies, making it easier for consumers to return or exchange products they're not satisfied with.Overall, these features make online shopping a convenient and hassle-free experience for consumers, and contribute t to its growing popularity.

3.1.3 Advantages of online shopping

Online shopping offers several advantages over traditional instore shopping. Some of the most notable benefits include:

1. Convenience: Online shopping can be done from the comfort of your home, eliminating the need to physically visit stores.

2. Wide Selection: Online stores often carry a much wider variety of products than brick-and-mortar stores, making it easier to find what you're looking for.

3. Competitive pricing: With the ability to easily compare prices from multiple online retailers, it's easier to find the best deal on the products you want.

4. Time-saving: Shopping online can save you time as you don't need to spend time traveling to and from the store, or spend time searching for products in a physical store.

5. Easy comparison: With online shopping, you can easily compare different products and their features, which can be useful in making informed purchasing decisions.

6. 24/7 availability: Online stores are open 24 hours a day, 7 days a week, so you can shop whenever it's convenient for you.

7. Home delivery: Online shopping often includes the option for home delivery, which is particularly convenient for heavy or bulky items that may be difficult to transport.

8. Access to customer reviews: Online shopping platforms often have customer reviews and ratings that can provide helpful insight into the quality of a product before you buy it.

9. Avoid crowds: Shopping online eliminates the need to deal with crowds of people in stores, especially during busy shopping times such as holidays.

3.1.4 **Limitations of online shopping**

Online shopping has revolutionized the way people purchase goods and services, offering convenience and access to a wider range of products. However, it also has certain limitations, including:

1. Lack of physical examination of the product: One of the biggest limitations of online shopping is that you can't physically examine the product before purchasing it. This can lead to

disappointment when the product arrives and is not as described or of lower quality than expected.

2. Shipping time and costs: Online shopping often involves shipping, which can take several days and incur additional costs. This can be inconvenient for people who need the product immediately.

3. Cybersecurity concerns: Shopping online involves providing personal and financial information, which can be vulnerable to cyber threats such as identity theft and fraud.

4. No immediate customer service: If there is a problem with an online purchase, it can be difficult to get in touch with a customer service representative right away. This can be frustrating for customers who need help resolving an issue.

5. Limited ability to negotiate price: Online shopping often involves fixed prices, which means that there is limited ability to negotiate or haggle for a better deal.

6. Inconsistent return policies: Return policies can vary greatly among online retailers, making it difficult for customers to know what to expect if they need to return a product.

7. Dependence on technology: Online shopping requires access to the internet and a device for making the purchase. If there are technical problems, such as a website crash, it can be difficult to complete a purchase.

3.2 CATEGORIZATION OF ONLINE SHOPPING(ECOMMERCE) BUSINESS

•B2B (Business-to-Business): One company doing business with another company using internet-enabled devices, such as manufacturers are buying raw material from another raw material manufacturer, or a distributor is buying online from a manufacturer. Such B2B

eCommerce business is volumetric, and price varies based on the quantity of the order and is often negotiable.

• B2C (Business-to-Consumer): One company is selling goods or services online to the general public typically through an eCommerce website or mobile application, directly to consumers over the Internet. An example of B2C portals includes Flipkart, Myntra,or Snapdeal. A B2C eCommerce transaction would be an individual buying a pair of shoes through Flipkart's website.

• C2B (Consumer-to-Business): A customer posts his requirement on a website online, and several companies review such requirements (RFQ) and quote on the project. The consumer reviews all bids and finalizes the deal with the enterprise going to complete the project. C2B business involves consumers seeking products or services from a business/company. For example, you can take ref. of indiamart.com.

• C2C (Consumer-to-Consumer): Many sites are offering free classifieds listing where individuals can buy and sell thanks to the site such as OLX or Quikr, where people can buy and sell stuff nearby. Such transactions are called consumer-toconsumer e-Commerce. Where users sell products to other prospective customers. An example would be someone selling something that he or she no longer needs, and he listed the same on OLX, and another person who needs the same thing contact the seller and get the transaction done

3.3 <u>HISTORY OF ONLINE SECTOR ONLINE SHOPPING IN INDIA</u>

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s and allowed the processing of financial transactions in real-time. The computerized ticket reservation system developed for American Airlines called Semi-Automatic Business Research Environment (SABRE) was one of its applications. Here, computer terminals located in different travel agencies were linked to a large IBM mainframe computer, which processed transactions simultaneously and coordinated them so that all travel agents had access to the same information at the same time.

3.3.1FACTORS THAT BOOST ONLINE SHOPPING

☐ **Access to information**

☐ **The increase in number of computer users**

□ **Reach to net services through broadband**

 □ **Middle class population with spending power is growing**

3.4 Company profile

3.4.1 History of flipkart Flipkart

 Private Limited is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on

online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal.[5][6] As of March 2017, Flipkart held a 39.5% market share of India's ecommerce industry.[7] Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.[8]

In August 2018, American retail chain Walmart acquired a 77% controlling stake in Flipkart for US$16 billion, valuing Flipkart at around US$20 billion.[9] Flipkart is valued at $37.6 billion as of 2022.[10] It is planning to go public through a listing in the United States of America in 2023.[11] Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

 An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.[1] According to a report in November 2014, Flipkart operated with a complex business structure that included nine firms, some registered in Singapore and some in India. In 2012, Flipkart co-founders sold WS Retail to a consortium of investors led by Rajeev Kuchhal.[96] Flipkart's Indian entities are owned by Flipkart Pvt. Ltd, which is registered in

Singapore. The Singapore-registered entity owns eight Indian companies, including Flipkart Internet Pvt. Ltd, the company that runs the e-commerce marketplace Flipkart.com, Flipkart India Pvt. Ltd, the wholesale business, and Flipkart Logistics Pvt. Ltd, which runs Ekart (the internal logistics arm that can be used by other ecommerce players).[97][98] Flipkart also started Flipkart Health+ (through an app) in 2021 that deals into providing medicines and health services through technology. This was started with the help of getting majority share in Sastasundar Marketplace Limited - an existing company that already was providing online pharmacy services.[99]

Notable companies in which Flipkart Group owns a controlling stake include:

Name Type Since Current stake Myntra Fashion 2014 100%[100] Ekart Logistics 2015 [101] Flipkart Wholesale B2B e-commerce 2020 100%[102] Cleartrip Travel booking 2021 80%[103] SastaSundar Healthcare 2021 75.1%[10

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal.[5][6] As of March 2017, Flipkart held a 39.5% market share of India's ecommerce industry.[7] Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart launched an in-app streaming service called Flipkart Video in August 2019, so as to compete with industry rivals like Amazon who were also offering premium video options. The initial line up of content was curated from the service providers like Viu, Voot and TVF.[155][156]

Flipkart is an Indian e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company started as an online bookstore and eventually expanded to sell a wide range of products including electronics, fashion, home goods and more. In 2014, Flipkart received its first major investment from the US-based investment firm, Tiger Global Management. The company went on to raise several rounds of funding and make strategic acquisitions, such as the acquisition of Myntra in 2014 and Jabong in 2016.

In 2018, Walmart acquired a majority stake in Flipkart for $16 billion, marking one of the largest foreign direct investments in India. Today, Flipkart is one of the leading e-commerce companies in India and continues to innovate and expand its offerings to better serve its customers.

3.3.2 Product list provided by flipkart

☐ **Clothing**

☐ **Footwear**

☐ **Mobile and accessories**

☐ **Computers**

☐ **Watches,bags and wallet**

☐ **Camera**

☐ **Books**

☐ **Home and kitchen appliances**

☐ **Beauty and health care**

☐ **Pens and stationery**

☐ **Toys**

33.3.Awards and recognition of Flipkart

Flipkart is one of India's largest e-commerce platforms and has received numerous awards and recognition for its contribution to the industry. Some of the notable awards and recognition received by Flipkart include:

1. "Best E-Commerce Company" at the Economic Times Awards for Corporate Excellence in 2012

2. "Retailer of the Year" at the India Retail Forum Awards in 2013

3. "Best Online Shopping Website" at the Web18 Elevate Awards in 2013

4. "Best Company to Work For" at the Great Place to Work Institute Awards in 2014

5. "E-Retailer of the Year" at the IMAGES Fashion Awards in 2014

6. "Best Mobile App" at the ET Digital Awards in 2015

7. "Best Online Marketplace" at the IAMAI India Digital Awards in 2016

8. "Best E-commerce Company" at the Economic Times Awards for Corporate Excellence in 2016

9. "Innovation in E-commerce" at the CNBC-TV18 India Business Leader Awards in 2016

10. "Best Online Marketplace" at the IAMAI India Digital Awards in 2017

These awards and recognition are testament to Flipkart's commitment to delivering a seamless and enjoyable shopping experience to its customers and its leadership in the ecommerce industry.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 INTODUCTION

The term analysis refers to the computation of certain methods along with searching for pattern of relationship that exist among data groups. Analysis of data in a general way involves a number of closely related operation which are performed with the purpose of summarizing the collected data and organizing these I such manner that they answer the research question. thus " in the process of analysis,relationship or difference supporting conflicting with original or new hypothesis should be subjected to statistical test of significance to determine what validity data can be said to indicate any conclusions"

Data analysis and interpretation are the core factor of any research work. The chapter analysis and interpretation consist of analytical part based upon empirical study, the researcher has used simple percentage for analysis with the help of a questionnaire, and data was collected from the targeted group. A structured questionnaire was mainly prepared to know the present situation of attitude of customers towards online shopping.

The analytical tools are used for the analysis of the collected data for data analysis and interpretation. The statistical tools used for analysis the data collected are percentage method, tables and bar diagram.

4.2.DATA ANALYSIS TECHNIQUE

The data is analysed with simple analysis techniques. The data tool is percentage method is used to describe the relation.

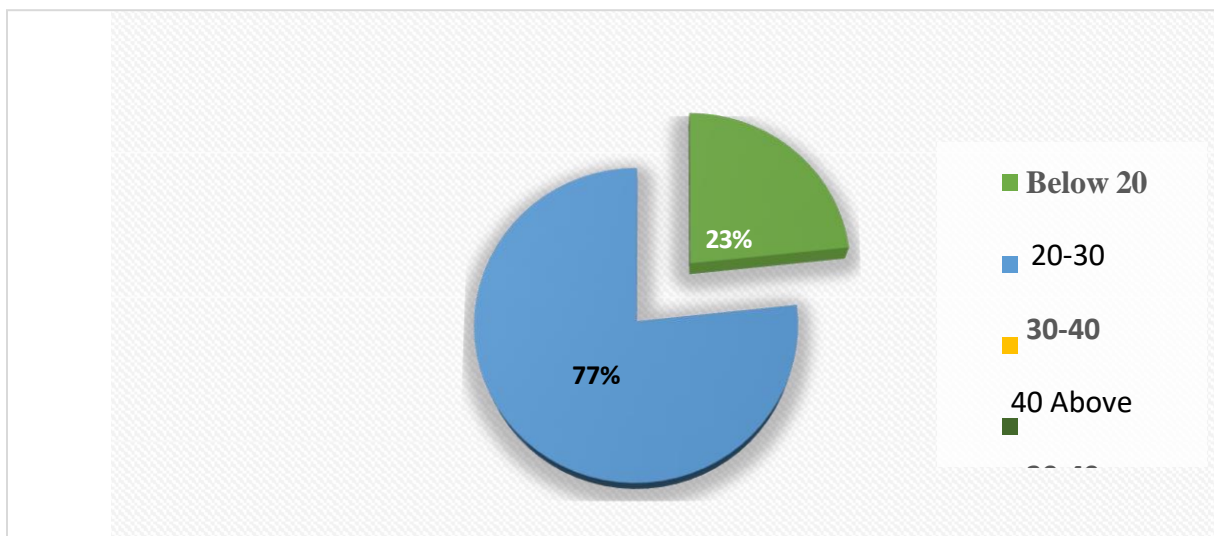Percentage of response (no. of response for each opinion *100)

Total no.of respondent

PROPORTION OF AGE

TABLE NO.1

| AGE	FREQUENCY	PERCENTAGE
Below 20	14	23.3
20-30	46	76.7
30-40	0	0
40 Above	0	0
TOTAL	**60**	**100**

FIGURE NO.1

INTERPRETATION:

The above table shows the age group of respondents. In that 23.3% of the respondents belong to the age group below 20, the rest 77.7% belong to the category between 20-30, and there is no age group belongs to 30-40 also 40 and above. There is no age limit for purchase through online still there it was mostly the age group 20 to 30 responded the most.

GENDER WISE CLASSFICATION

TABLE NO.2

| GENDER	FREQUENCY	PERCENTAGE
Female	38	63
Male	22	37
Prefer not to say	0	0
TOTAL	**60**	**100**

FIGURE NO.2
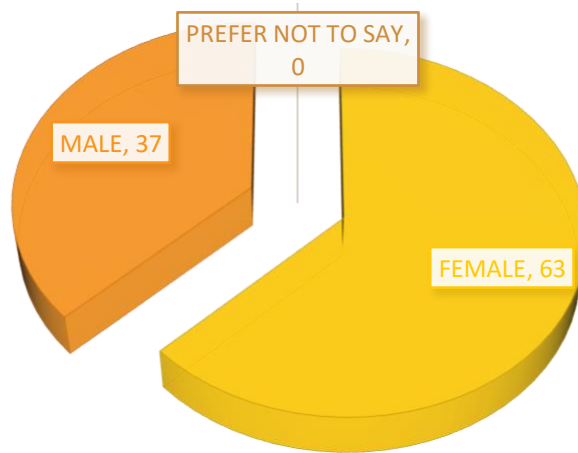
INTERPRETATION:

This chart shows the gender of the respondents. According to the above table, 63.3% of the respondents are females, and the rest that is 37.7% of the respondents are males.

LOCATION WISE CLASSFICATION

TABLE NO .3

| LOCALITY	FREQUENCY	PERCENTAGE
Urban	28	46.7
Semi-Urban	15	25
Rural	14	23.3
Semi-Rural	3	5
TOTAL	**60**	**100**

FIGURE NO.3
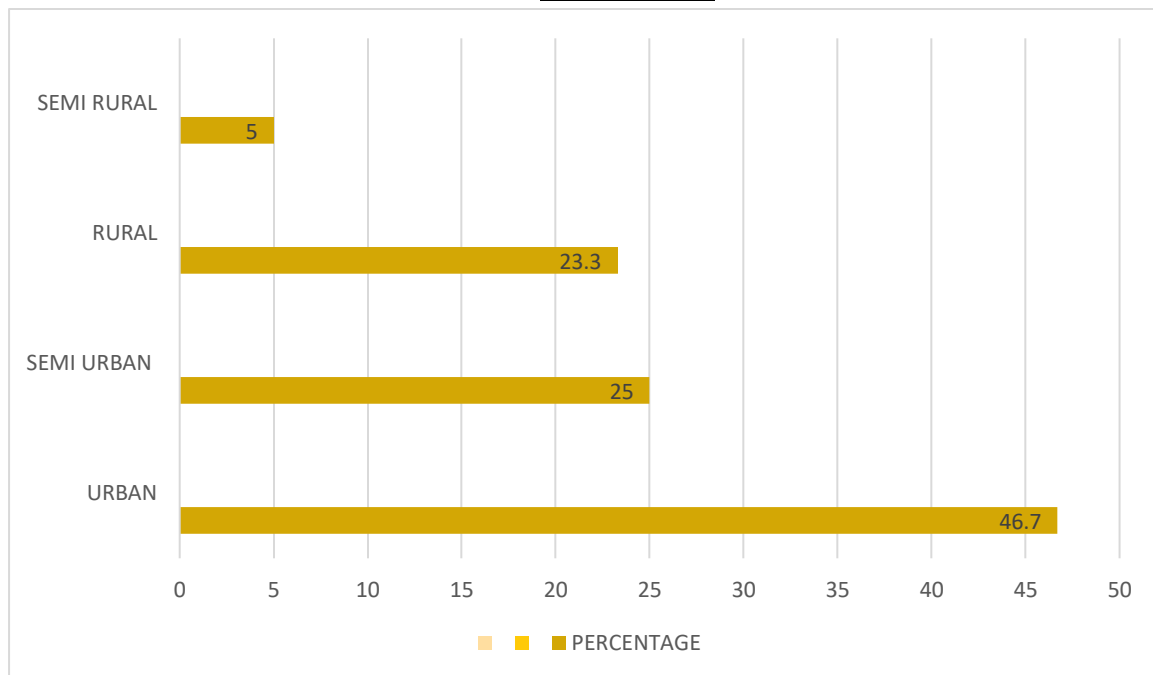
INTERPRETATION:

This chart shows the usage of e-commerce in each locality. The majority of people were from the Urban area and it is 46.7%. 25% of people are in Semi-urban and 23.3% are in rural areas. Only a few, i.e., 5% belong to the semi-rural area. From this, we can conclude that urban area has more intervention in E-commerce.

USAGE OF ECOMMERCE WEBSITE BEFORE SHOPPING

TABLE NO.4

| OPTIONS	FREQUENCY	PERCENTAGE
Always	18	30
Often	24	40
Rarely	16	26.7
Never	2	3.3
TOTAL	**60**	**100**

FIGURE NO.4
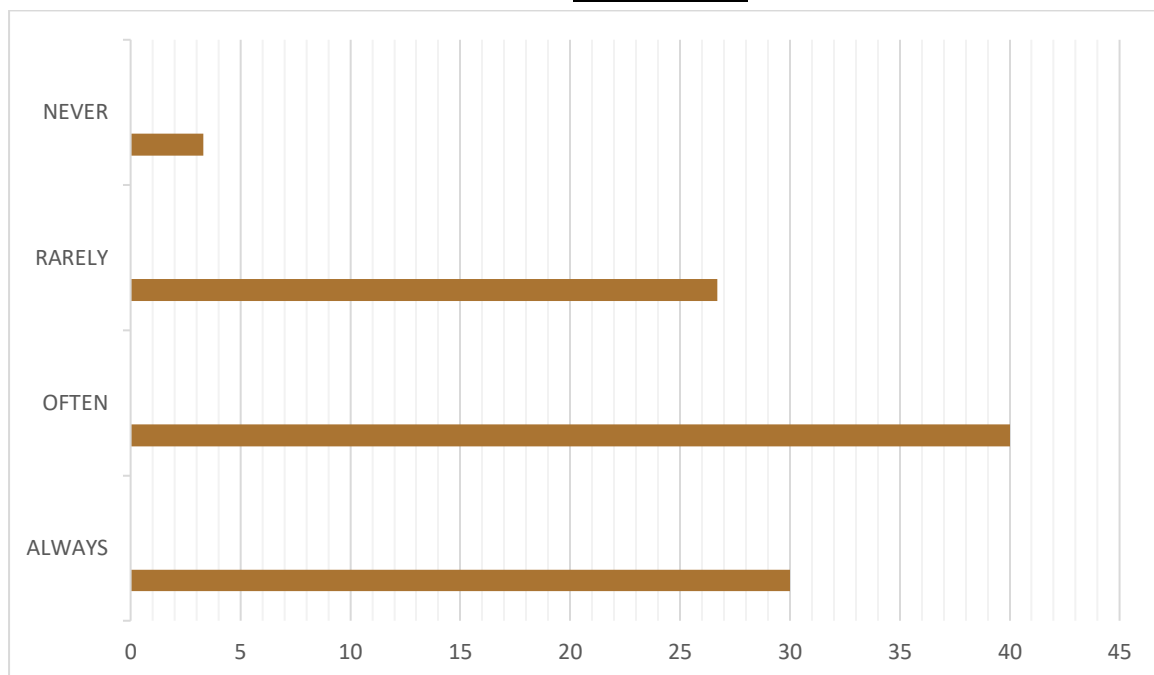
INTERPRETATION:

According to this chart, 40% of the respondents say they often use e-commerce website before shopping offline, 30% says they always do and near to that 26.7% of the response that they rarely do. Finally, a minority of the respondents that is, 3.3% use e-commerce websites before shopping offline. It is better to compare rates online than to blindly pay for the same product from offline at a huge rate. Also, many features can be identified through the description given online, thus it can be a great use at the time of purchase.

PREFERENCE OF ONLINE SHOPPING

TABLE NO.5

| OPTIONS	FREQUENCY	PERCENTAGE
Yes	45	75
No	1	1.7
Maybe	14	23.3
TOTAL	**60**	**100**

FIGURE NO.5
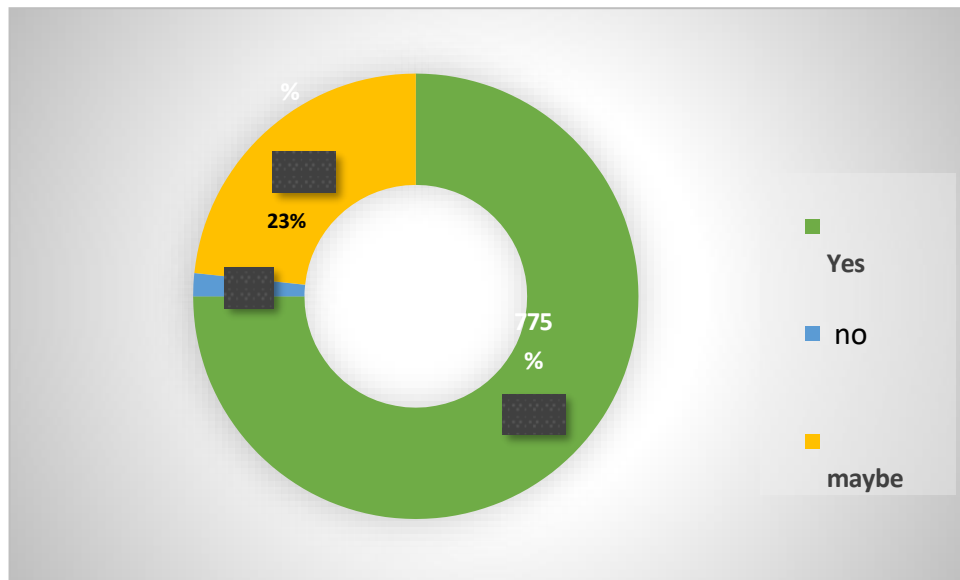
INTERPRETATION:

The above data depicts that around 45% of respondents prefer to buy online. Then 23.3% of the respondents are thinking that it is not advantageous to unemployed women. Hence it is concluded that the maximum respondents are giving a positive response to this statement and the results are shown in very high or positive.

SAFETY IN ONLINE SHOPPING

TABLE NO.6

OPTIONS	FREQUENCY	PERCENTAGE
Yes	20	33.4
No	2	3.3
Maybe	38	63.3
TOTAL	**60**	**100**

FIGURE NO .6
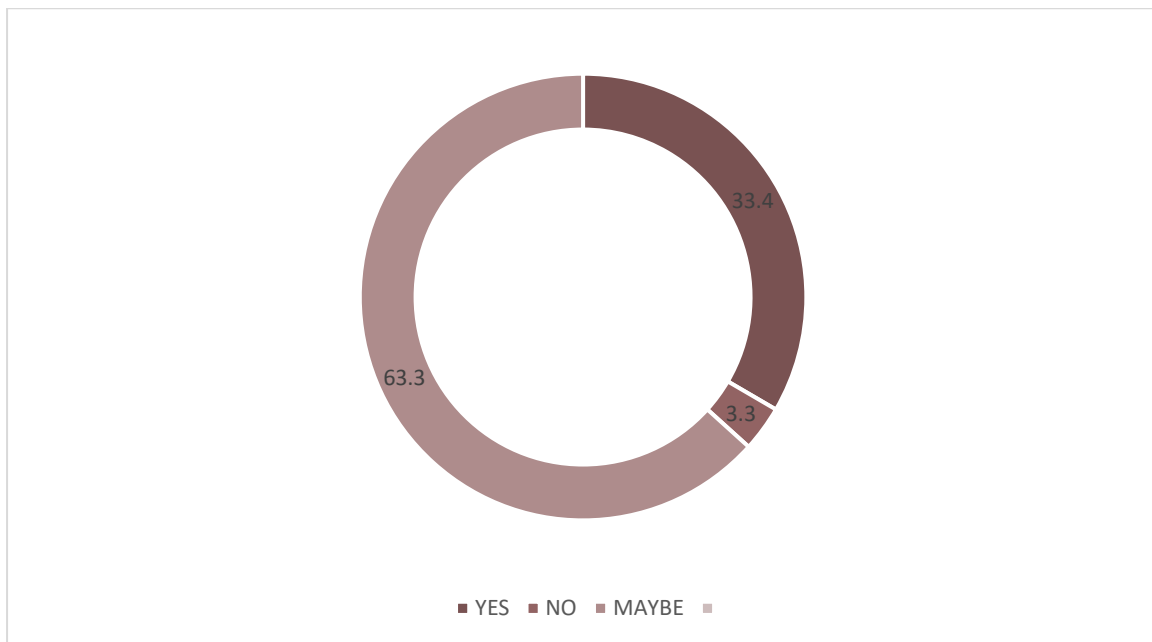
INTERPRETATION:

According to this chart majority of the respondent i.e., 63% says that online buying maybe safe. 34% say that 'yes, it is safe'. Only 3% say it is not. By not knowing properly people may enter into fraudulent sites and get trapped but online shopping is safe to use otherwise.
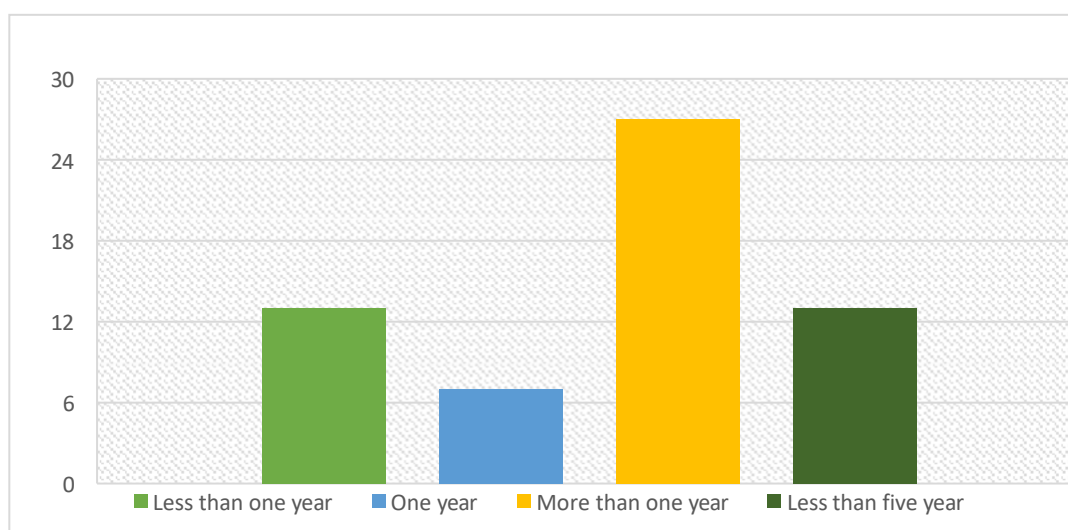
EXPERIENCE IN FLIPKART WEBSITE

TABLE NO.7

OPTIONS	FREQUENCY	PERCENTAGE
Less than one year	13	21.7
One year	7	11.6
More than one year	27	45
Less than five year	13	21.7
TOTAL	**60**	**100**

FIGURE NO.7

INTERPRETATION:

This chart shows the experience of respondents on flipkart websites. According to this chat majority i.e., 45% of the respondents says that they have been using an flipkart site for more than one year. Respondents with experience less than one year and less than five years are the same i.e., 21.7%. 11.6% of respondents say that they have experience of one year. Gradually flipkart website is developing which is the reason the number of respondents with less than five years is shown increased.

E-COMMERCE IS ADVANTAGEOUS
OVER TRADITIONAL COMMERCE

TABLE NO.8

OPTIONS	FREQUENCY	PERCENTAGE
Strongly agree	7	11.7
Agree	22	36.7
Neutral	24	40
Disagree	5	8.3
Strongly disagree	2	3.3
TOTAL	**60**	**100**

FIGURE NO.8
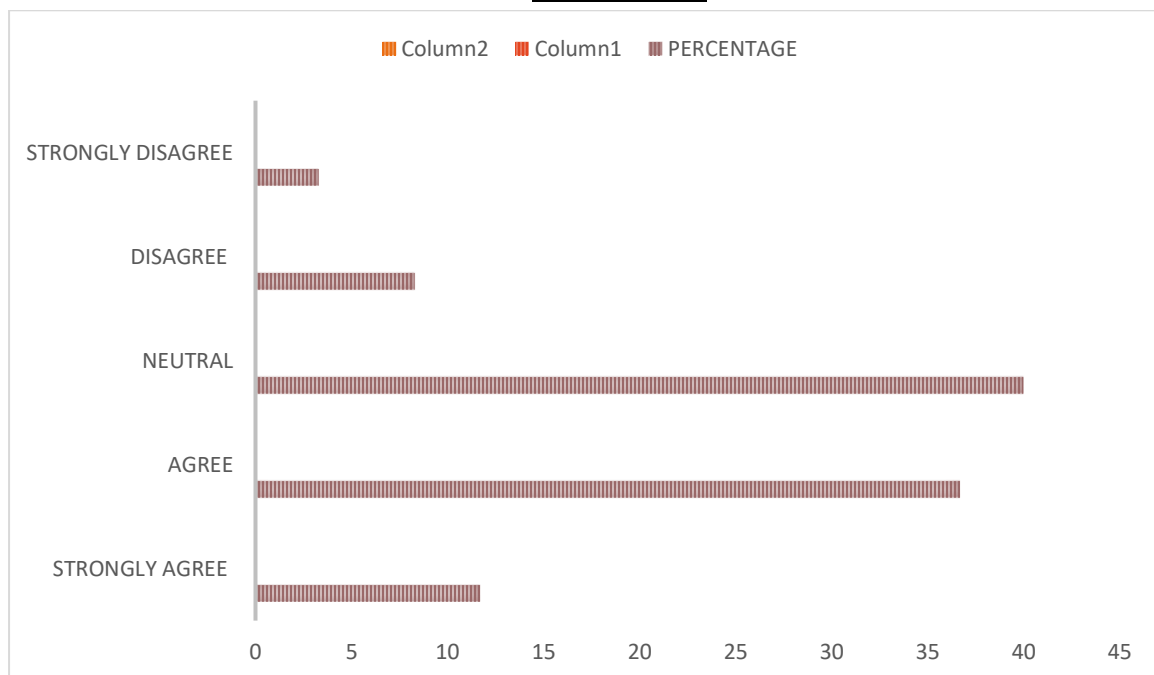
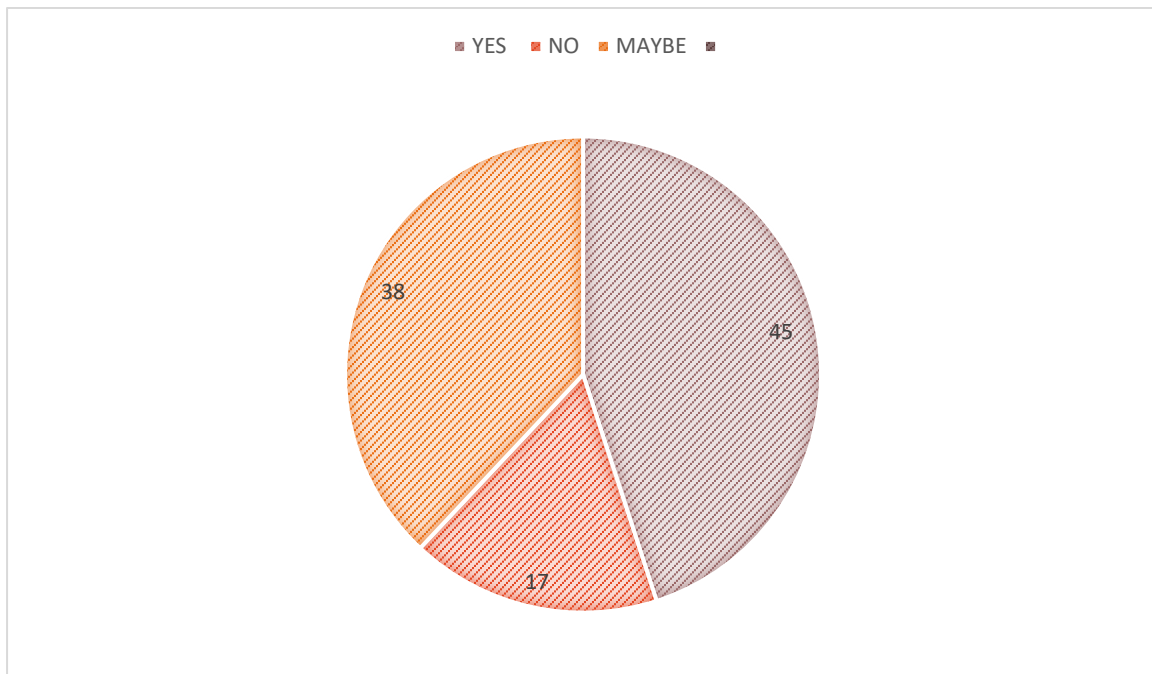**INTERPRETATION:**

According to the above table depicts that 40% of the respondents neutrally agree that e-commerce is advantageous to traditional methods of commerce. 36.7% agree, 11.7% strongly agree. Only 8.3% and 3.3% say they disagree and strongly disagree. It's a personal choice that makes traditional methods and e-commerce preferred, thus many of them neutrally agree with the statement.

FLIPKART ELIMINATES MIDDLEMEN IN TRADE

TABLE NO.9

| OPTIONS	FREQUENCY	PERCENTAGE
Yes	27	45
No	10	17
Maybe	23	38
TOTAL	**60**	**100**

FIGURE NO.9

INTERPRETATION:

The above data depicts that 45% of the respondents think that flipkart can eliminate middlemen in trade. 38% were not sure about whether it can or cannot so they said maybe and 17% negatively responded and said no. Surely, the traders can give away their products at a fair price in the absence of middlemen with their commission and fees.

FRAUDULENT SITUATION FACED BY CONSUMERS

TABLE NO.10

OPTIONS	FREQUENCY	PERCENTAGE
Yes	17	28.3
No	43	71.7
TOTAL	**60**	**100**

FIGURE NO.10
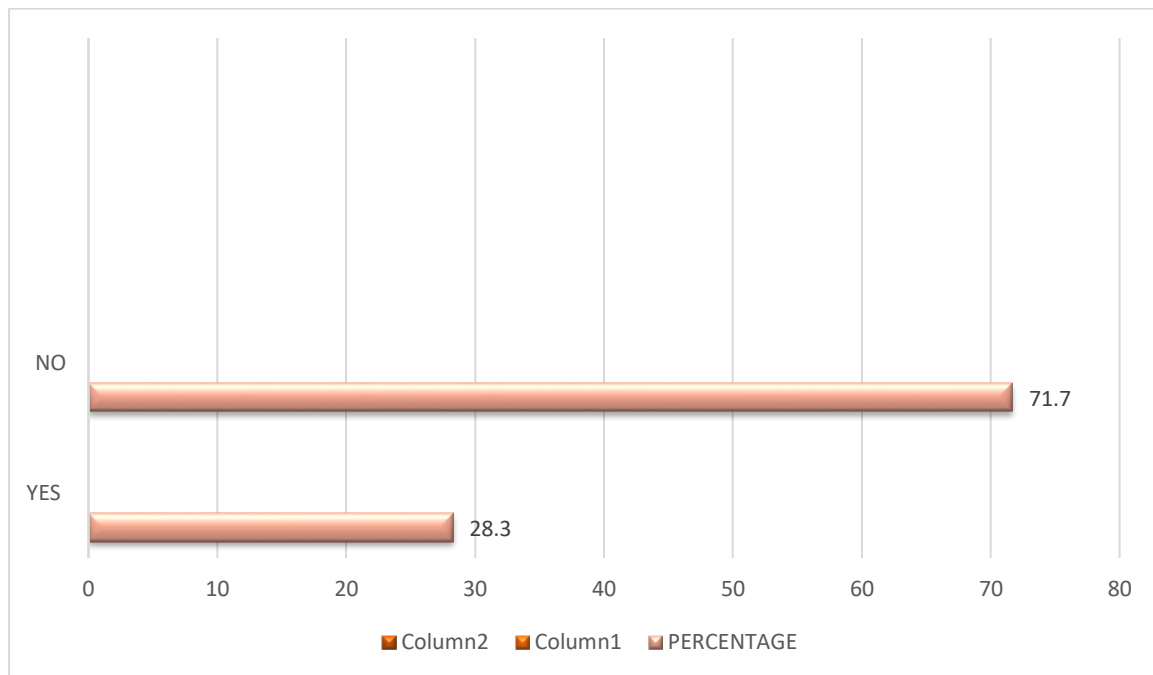
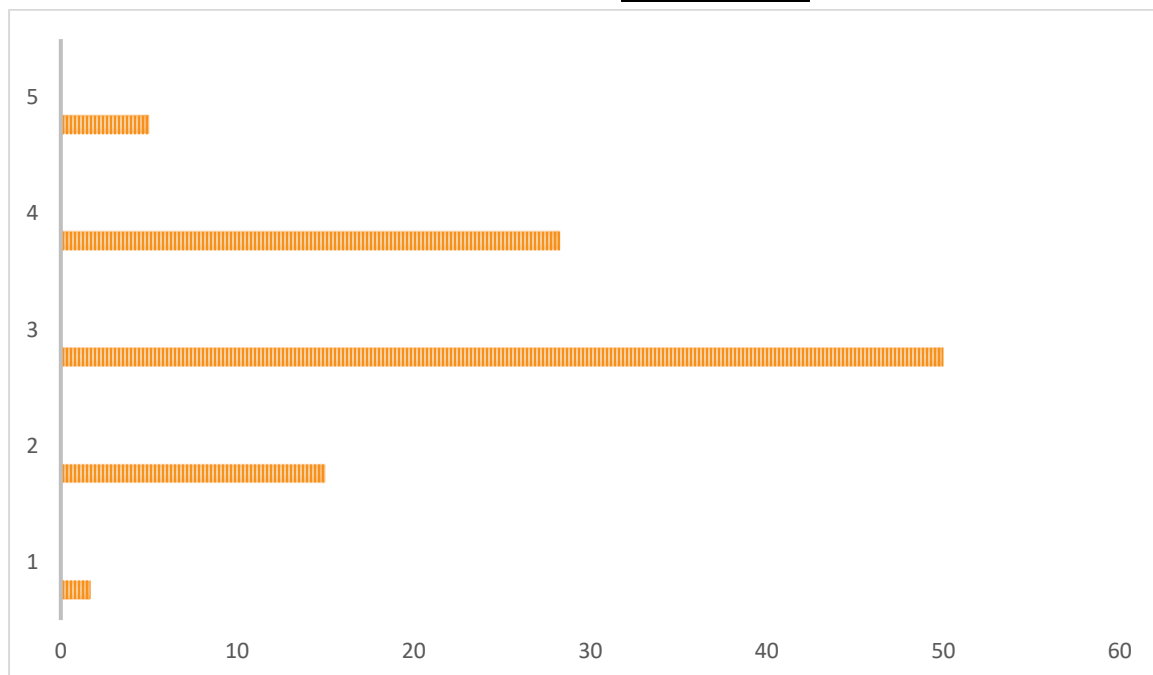**INTERPRETATION:**

The above data depicts that 71.7% of the respondents have not been to any fraudulent situations while using an flipkart website. And only 28.3% of respondents say that have been to fraudulent situations while using flipkart websites. Hence it is concluded that the maximum respondents are giving a positive response to this statement and results are shown in very high or positively.

RECOMMEND FLIPKART SHOPPING TO OTHERS

TABLE NO.11

OPTIONS	FREQUENCY	PERCENTAGE
1	1	1.7
2	9	15
3	30	50
4	17	28.3
5	3	5
TOTAL	**60**	**100**

FIGURE NO.11
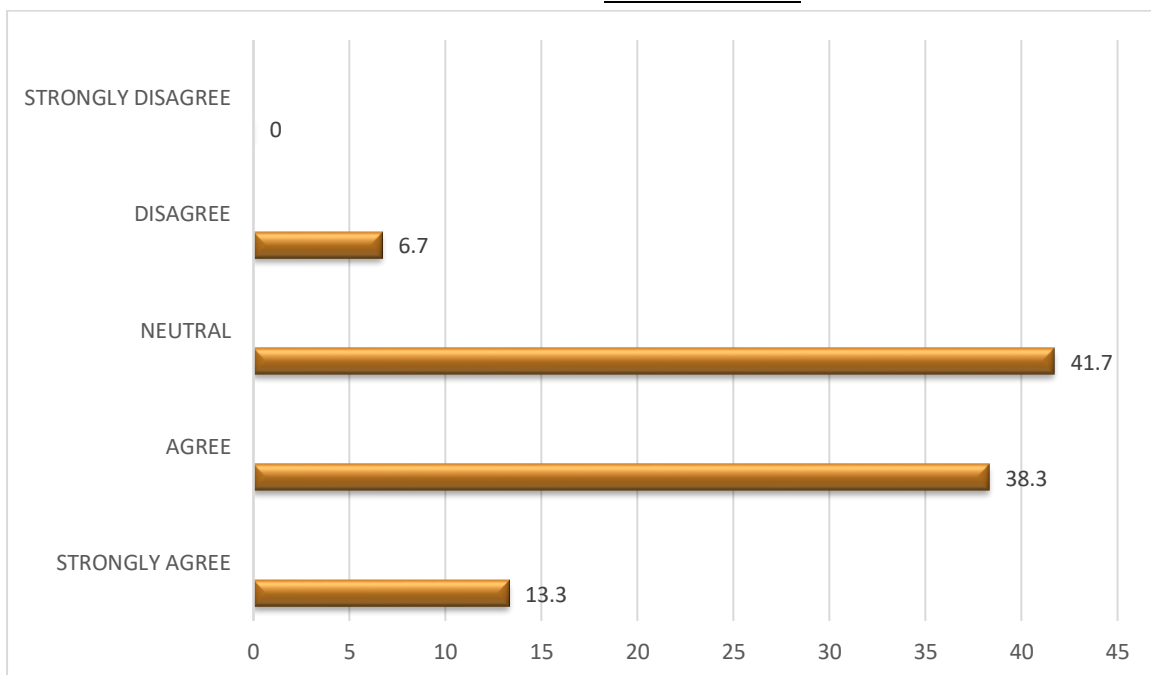

INTERPRETATION:

This chart shows the level of whether the respondents would recommend an Flipkart website to others. Half of the respondents rated 3. 28.3% rated 4, 15% rated 2, 5% rated 5, and finally, only 1.7% rated 1. Thus, it can be concluded by saying flipkart websites would be recommended to others for use with their user experience, which would be of great benefit to others.

PRODUCTS ARE EASY TO COMPARE OVER FLIPKART

TABLE NO.12

OPTIONS	FREQUENCY	PERCENTAGE
Strongly agree	8	13.3
Agree	23	38.3
Neutral	25	41.7
Disagree	4	6.7
Strongly disagree	0	0
TOTAL	**60**	**100**

FIGURE NO .12

INTERPRETATION:

This chart shows whether easy comparability is possible in flipkart. According to this chart, 41.7% of the respondents say they neutrally agree to this statement, 38.3% agree, 13.3% strongly agree and only 6.7% disagree. No one strongly disagrees that easy comparability is possible through flipkart. Every product can be compared with the other sites if wished through flipkart site, as many every detail are provided online thus it is neutrally agreed by the respondents.

24HRS AVAILABLITY OF PRODUCTS IN ONLINESHOPPING

TABLE NO.13

OPTIONS	FREQUENCY	PERCENTAGE
1	3	5
2	12	20
3	11	18.3
4	18	30
5	16	26.7
TOTAL	**60**	**100**

FIGURE NO.13
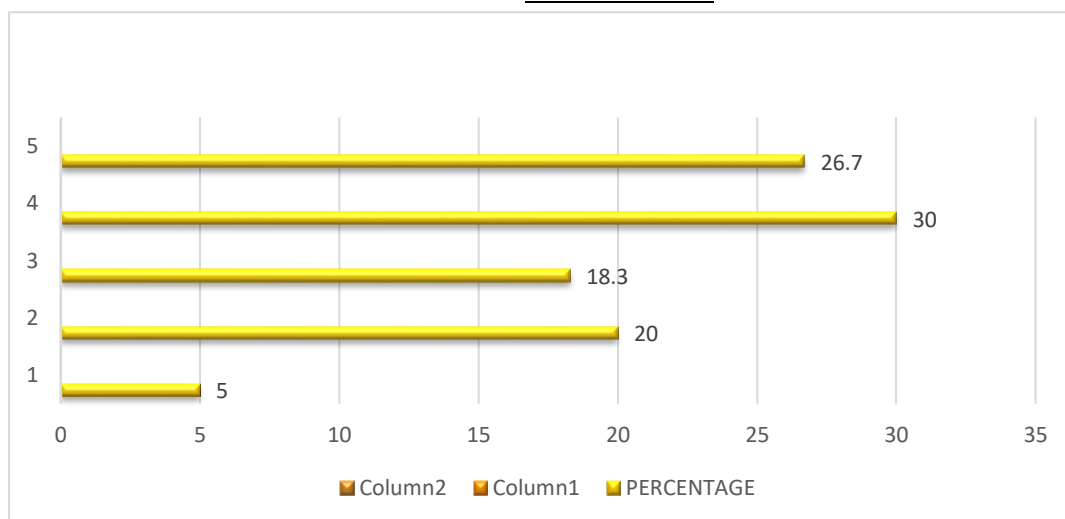
INTERPRETATION:

This chart depicts whether the products are available online throughout 24hrs on e-shopping websites. The results say 30% of the respondents rated 4 for this statement, 26.7% rated 5, 20% rated 2 and 18.3% rated 3. Only a 5% rated 1. There is only a 3 rating for the fact it is 24hrs available because of the huge rush in online sites the product goes out of stock, thus it will be a drawback.

HOW DID THEY GOT TO KNOW ABOUT FLIPKART

TABLE   NO.14

OPTIONS	RESPONSE	PERCENTAGE
Tv	11	18.3
Internet	16	26.7
Social Media	32	53.3
Word of Mouth	1	1.7
TOTAL	**60**	**100**

FIGURE NO.14
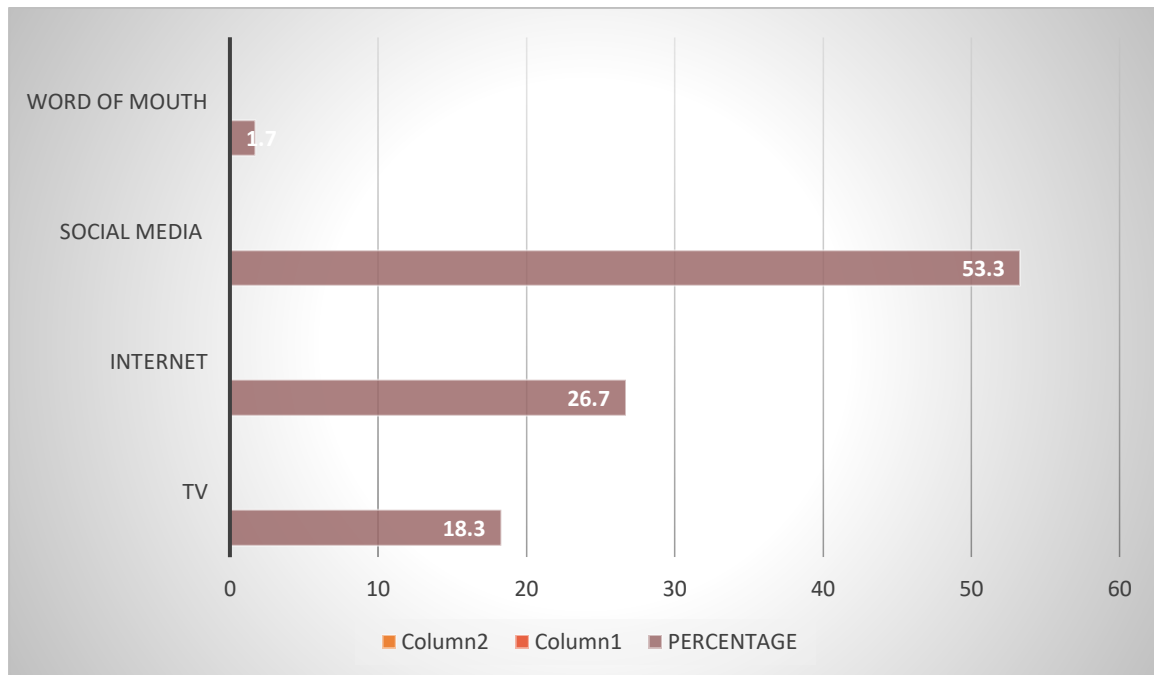
INTERPRETATION

From the above chart, the majority of the respondents are come to know about Flipkart from social media 53.3% and 1.7% of the respondents are come to know about Flipkart from the word of mouth. Most people came to know about Flipkart from social media.

MOST LIKED FEATURE OF FLIPKART
TABLE NO.15

OPTIONS	RESPONSE	PERCENTAGE
Discount	32	53.3
Customer Service	8	13.3
Delivery Time	10	16.7
Exchange Offer	2	3.3
Packaging	4	6.7
I Have Never Shopped flipkart	4	6.7
TOTAL	**60**	**100**

TABLE NO15.1

OPTIONS	RESPONSES	MEAN	RANK
Discount	32	0.53	1
Customer service	8	0.13	3
Delivery Time	10	0.16	2
Exchange Offer	2	0.03	6
Packaging	4	0.06	4
I have never shopped at Flipkart	4	0.06	5
TOTAL	**60**	**1**	-

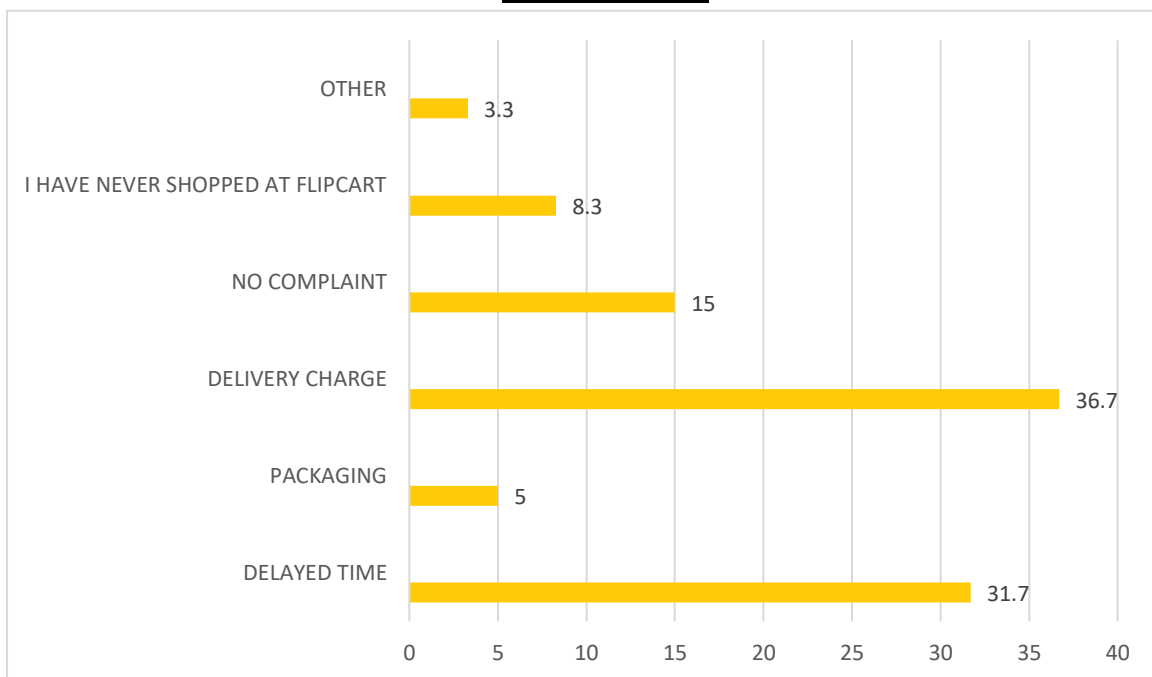**INTERPRETATION**

The table shows the mean and ranking. The first rank for Discount, second rank for delivering time, and third rank for customer service. From the above table, it has arrived at a conclusion that saying most of the people were attracted towards the discount option because their money is saved and also it is a common tendency of consumers to get attracted towards discounts anywhere.

FEATURE DISLIKEDIN FLIPKART

TABLE NO.16

OPTIONS	RESPONSE	PERCENTAGE
Delayed time	19	31.7
Packaging	3	5
Delivery charge	22	36.7
No complaints	9	15
I have never shopped at Flipkart	5	8.3
Other	2	3.3
TOTAL	**60**	**100**

FIGURE NO. 16

INTERPRETATION

The above chart shows the majority of the respondents does not like Flipkart is Delivery charge 36.7% of respondents and 3.3% of the respondents are selecting other option they do not like about Flipkart. Most people do not like Flipkart's delivery charges.

RESPONDENTS RATING ABOUT FLIPKART EXPERIENCE

TABLE NO.17

OPTIONS	RESPONSE	PERCENTAGE
1	4	6.6
2	9	15
3	16	26.7
4	27	6.7
5	4	45
TOTAL	**60**	**100**

FIGURE NO.17
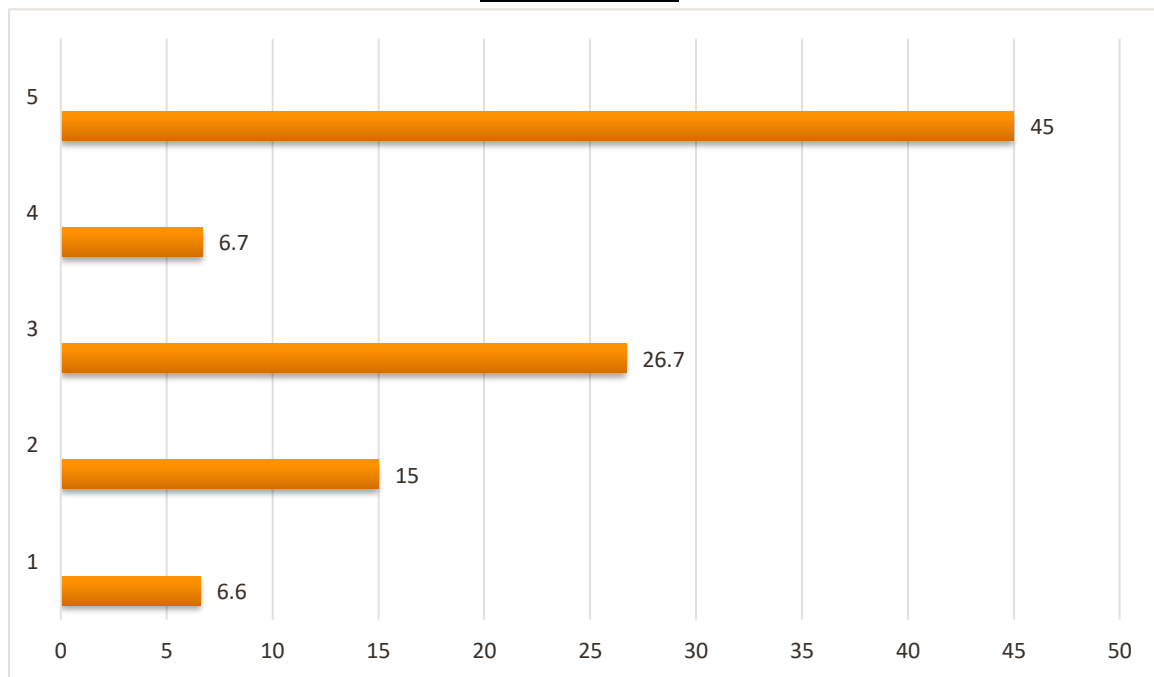
INTERPRETATION

From the above chart, the majority of the respondents are mostly satisfying with the Flipkart experience. 45% of the respondents are rating mostly satisfying they have used about Flipkart and 6.6% of the respondents are not satisfying overall about Flipkart experience. Which they have used.

RESPONDENTS RATING OF FLIPKART

TABLE NO.18

OPTIONS	RESPONSE	PERCENTAGE
1	5	8.2
2	9	15
3	19	31.7
4	22	8.4
5	5	36.7
TOTAL	**60**	**100**

FIGURE NO.18
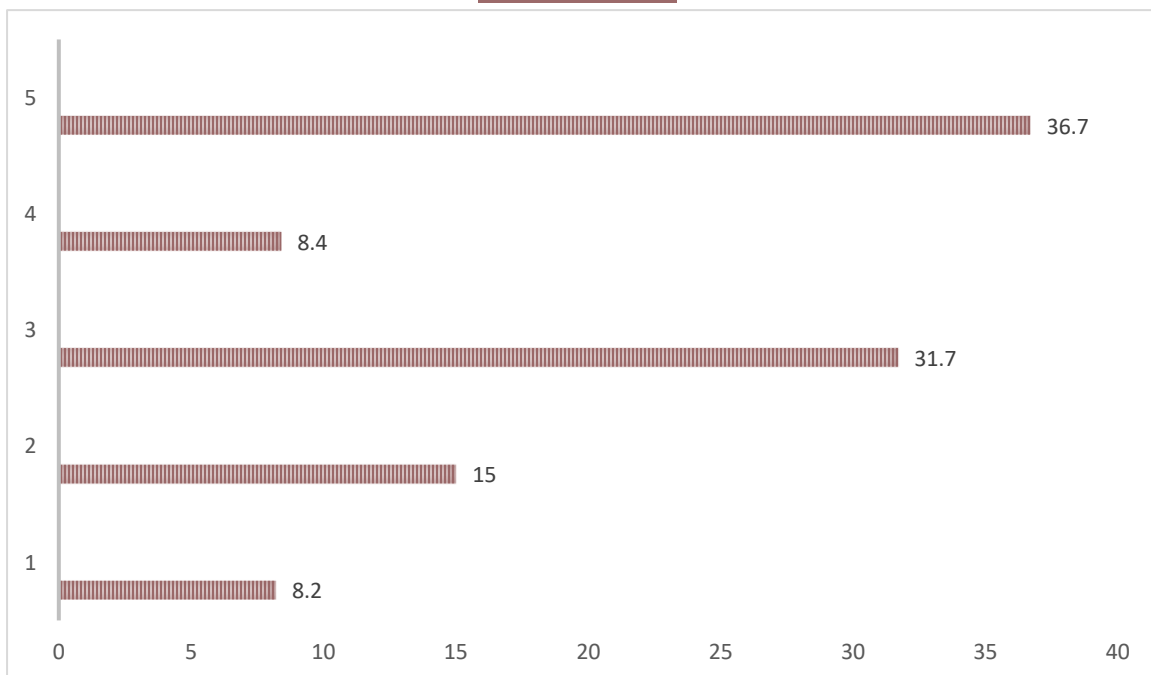
INTERPRETATION

The above chart shows the majority of the respondents are satisfying with using Flipkart services 36.7% of the respondents are most satisfying with using Flipkart services and 8.2% of the respondents are not satisfying with using Flipkart services. Most of the people are rating they are most satisfied to use Flipkart services.

FLIPKART WIDELY AVAILABLE IN INDIA

TABLE NO.19

OPTIONS	RESPONSE	PERCENTAGE
Very likely	9	15
Likely	33	55
Neutral	15	25
Unlikely	2	3.3
Very un-likely	1	1.7
TOTAL	**60**	**100**

FIGURE NO.19
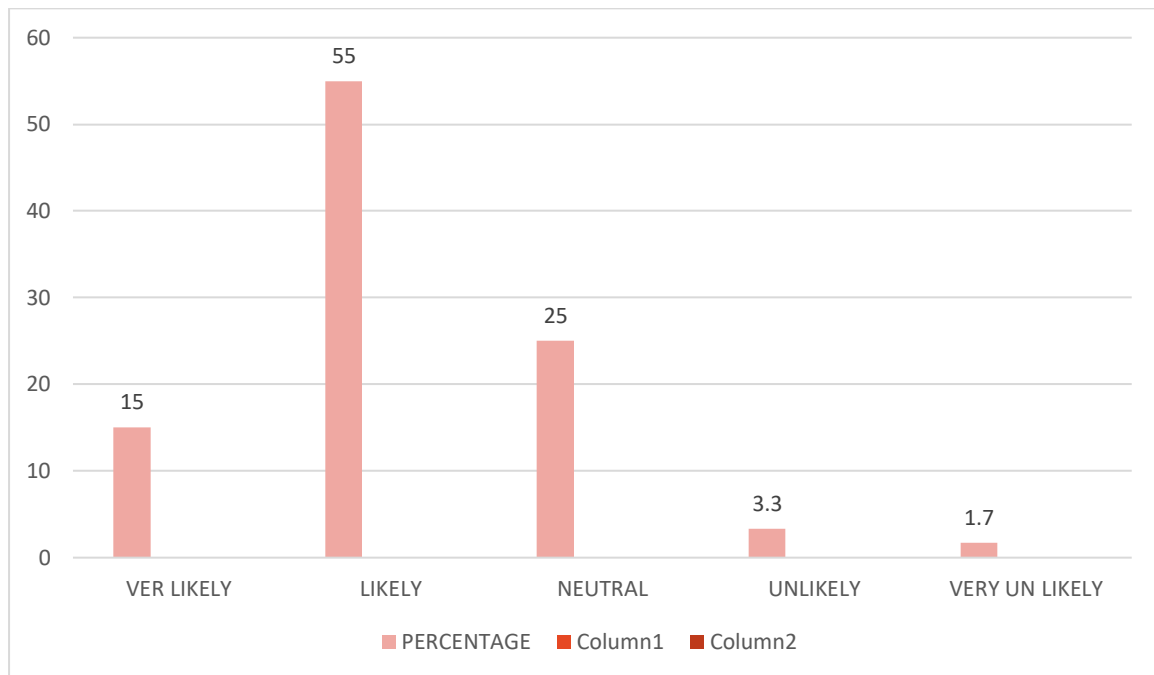
INTERPRETATION

According to the above chart shows the majority of the respondents are saying Flipkart should be widely available in India 55% of the Respondents are believed that Flipkart should be available in India and 1.7% of the respondents do not believe that Flipkart should not be available in India. Most people believe that Flipkart will be available in India

RECOMMEND FLIPKART TO SHOP SOMEONE

TABLE   NO.20

OPTIONS	RESPONSE	PERCENTAGE
1	6	10
2	8	11.6
3	15	25
4	25	11.7
5	6	41.7
TOTAL	**60**	**100**

FIGURE NO.20
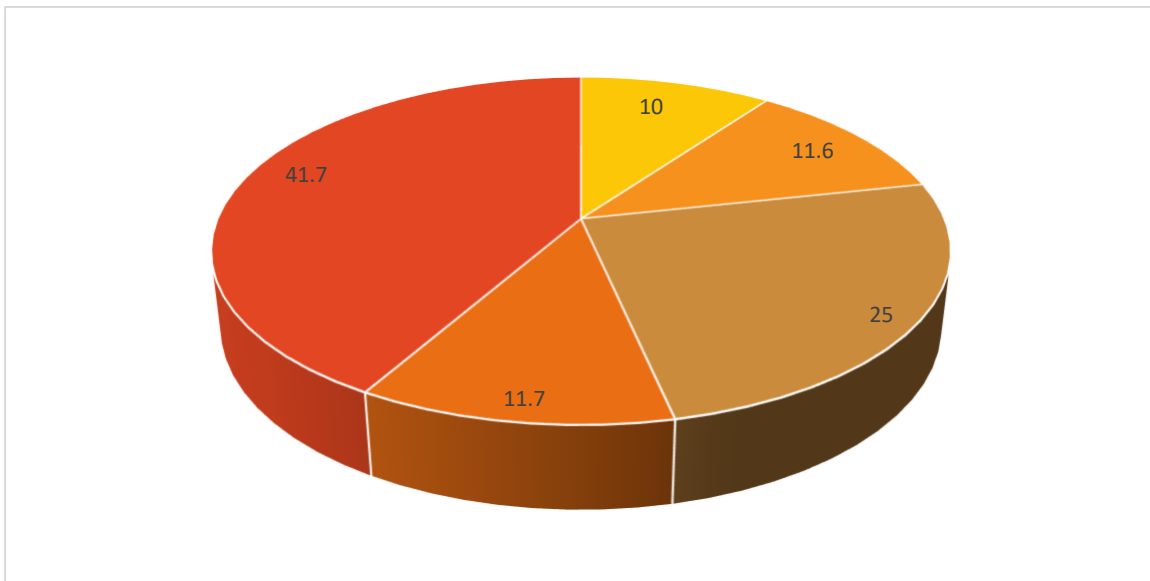
INTERPRETATION

The above chart shows the majority of the respondents are satisfying to recommend Flipkart to use someone known 41.7% of people are most satisfied to recommend Flipkart to use and only 10% of the respondents are not mostly satisfying to recommend to use Flipkart. Most people recommend Flipkart to Shop. Because so many products are available in Flipkart to buy with customer taste and preference.

FLIPKART PAYMENTS ARE SECURE

TABLE NO.21

OPTIONS	RESPONSE	PERCENTAGE
Strongly agree	6	10
Agree	27	45
Neutral	27	45
Disagree	0	0
Strongly disagree	0	0
TOTAL	**60**	**100**

FIGURE NO. 21
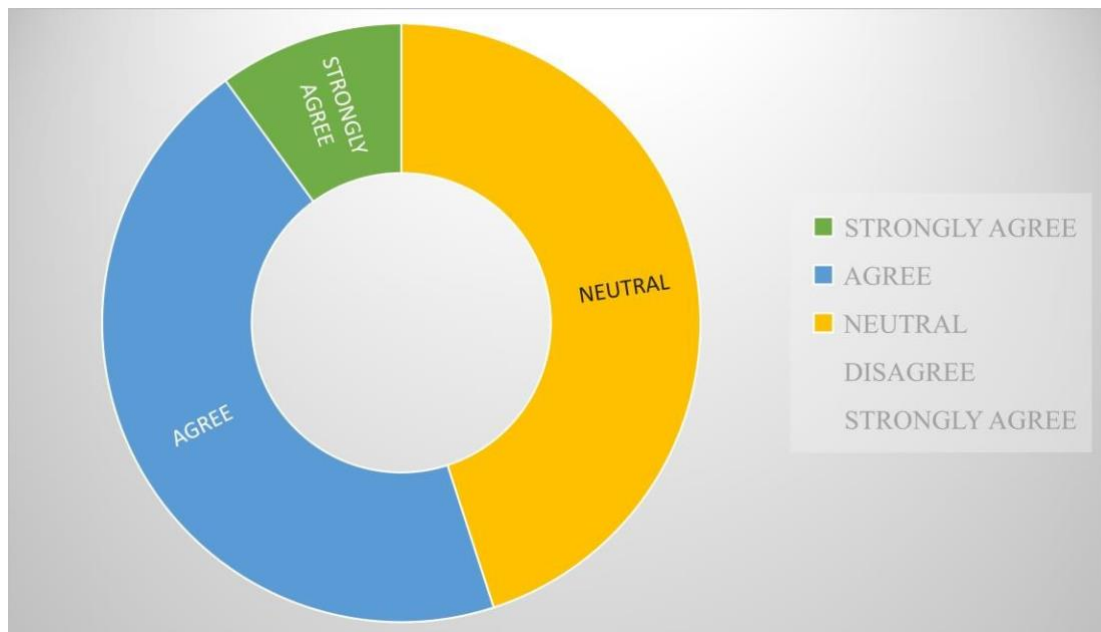
INTERPRETATION

According to the above chart shows that 45% of the respondents are Agree with Flipkart's payment is secure,45% of the respondents are Neutral, and 10% of the respondents are strongly Agree with the statement. There is no one with Disagree and Strongly Disagree with this statement

PAYMENTS THROUGH FLIPKART

TABLE NO.22

OPTIONS	RESPONSE	PERCENTAGE
CASH	28	46.7
DEBIT CARD	15	25
CREDIT CARD	5	8.3
E-WALLET	3	5
ALL THE ABOVE	9	15
TOTAL	**60**	**100**

FIGURE NO.22
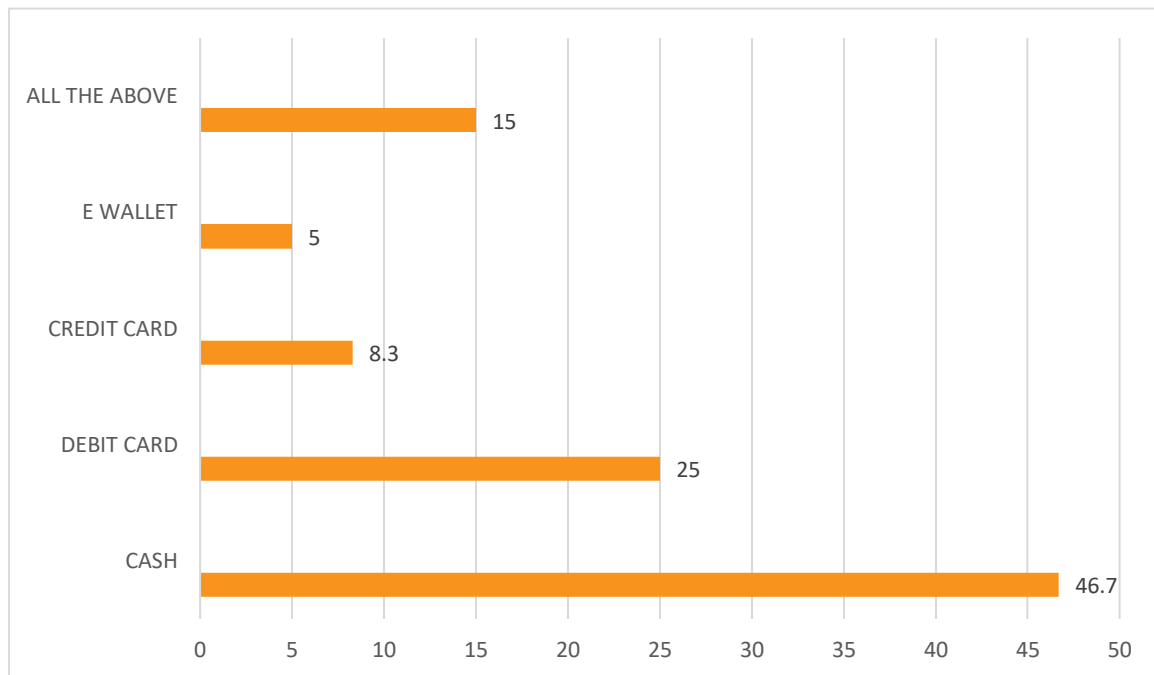
INTERPRETATION

The above chart shows that 46.7% of the respondents are making Flipkart payments through cash, 25% of the respondents are using a debit card, 8.3% of the respondents are using a credit card, 5% of the respondents are using all of the above and only 5% of the respondents are using E-wallet for making payments through Flipkart. Most of the people are making payments through Flipkart with cash because most of them are carrying cash.

MONEY SPEND FOR PURCHASING THROUGH FLIPKART

TABLE NO.23

OPTIONS	RESPONSE	PERCENTAGE
1000-5000	39	65
5000-10000	8	13.3
ABOVE 10000	13	21.7
TOTAL	**60**	**100**

fIGURE NO.23

PERCENTAGE

◻ 1000-5000 ◻ 5000-10000 ◻ ABOVE 10000 ◻
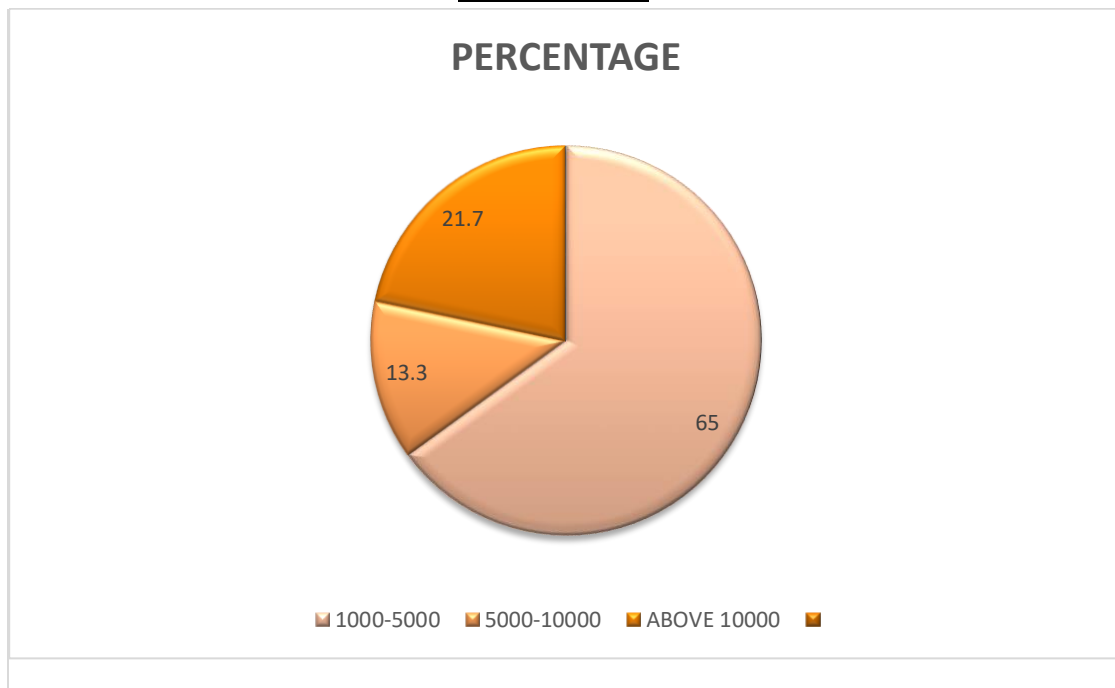
INTERPRETATION

According to the above chart shows that 65% of the respondents are spending money to purchasing in Flipkart at a range of 1000-5000, 13.3% of the respondents are spending money to purchasing in Flipkart at a range of 5000-10000 and 21.7% of the respondents are spending money to purchasing in Flipkart at a range above 10000. Most of the people spend money purchasing in Flipkart at a range of 1000-5000.

SATISFACTION WITH PRODUCT PRICES

TABLE NO.24

OPTIONS	RESPONSE	PERCENTAGE
Yes	20	33.3
No	13	21.7
Maybe	27	45
TOTAL	**60**	**100**

FIGURE NO.24
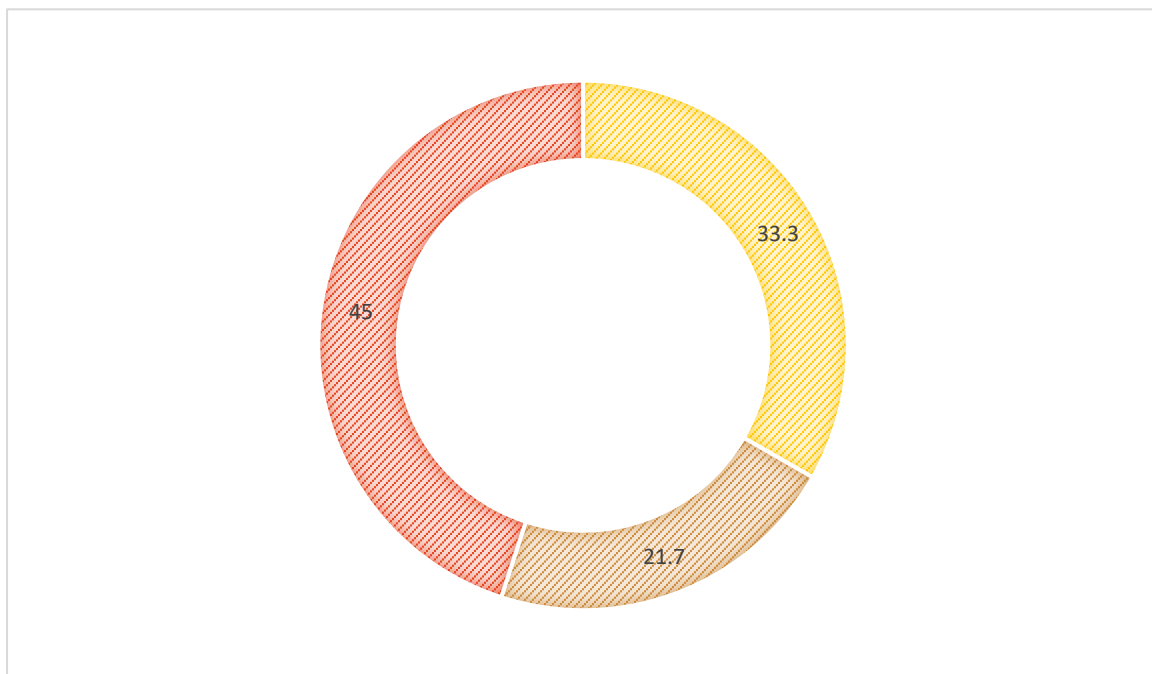
INTERPRETATION

The above chart shows 45 % of the respondents are saying maybe they are satisfied with product prices. 21.7% of the respondents are saying they are not satisfied with product prices and 33.3% of the respondents are satisfied with product prices. Most of the people saying maybe sometimes they are satisfied with product prices. Because it depends on a products basis

SATISFIED WITH PRODUCT DELIVERING TIME

TABLE NO.25

OPTIONS	RESPONSE	PERCENTAGE
Yes	25	41
No	21	24
Maybe	14	35
TOTAL	**60**	**100**

FIGURE NO.25
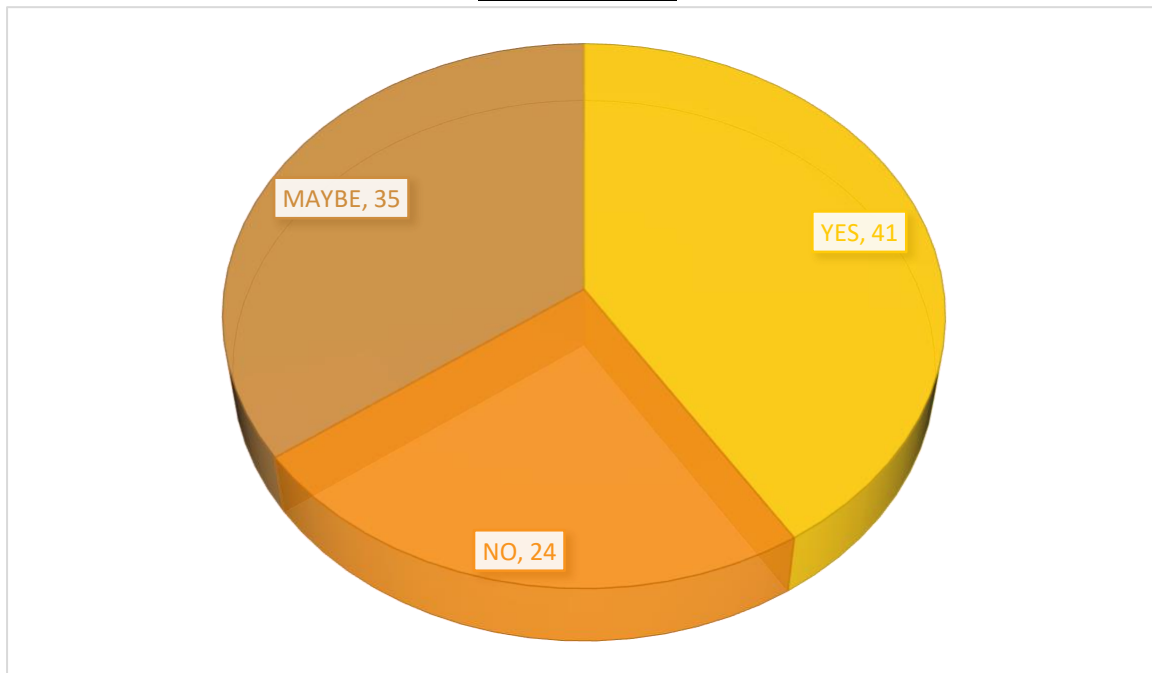
INTERPRETATION

According to the above chart shows that 41% of the respondents are satisfying with product delivery time, 35 of the respondents are saying maybe sometimes they are satisfied with product delivery time and 24 % of the respondents are saying they are not satisfied with product delivery time. Most of the people saying they are satisfied with product delivery time.

RATING PRODUCT QUALITIES

TABLE NO.26

OPTIONS	RESPONSE	PERCENTAGE
1	5	6.7
2	8	13.3
3	25	8.3
4	18	30
5	4	41.7
TOTAL	**60**	**100**

FIGURE NO.26
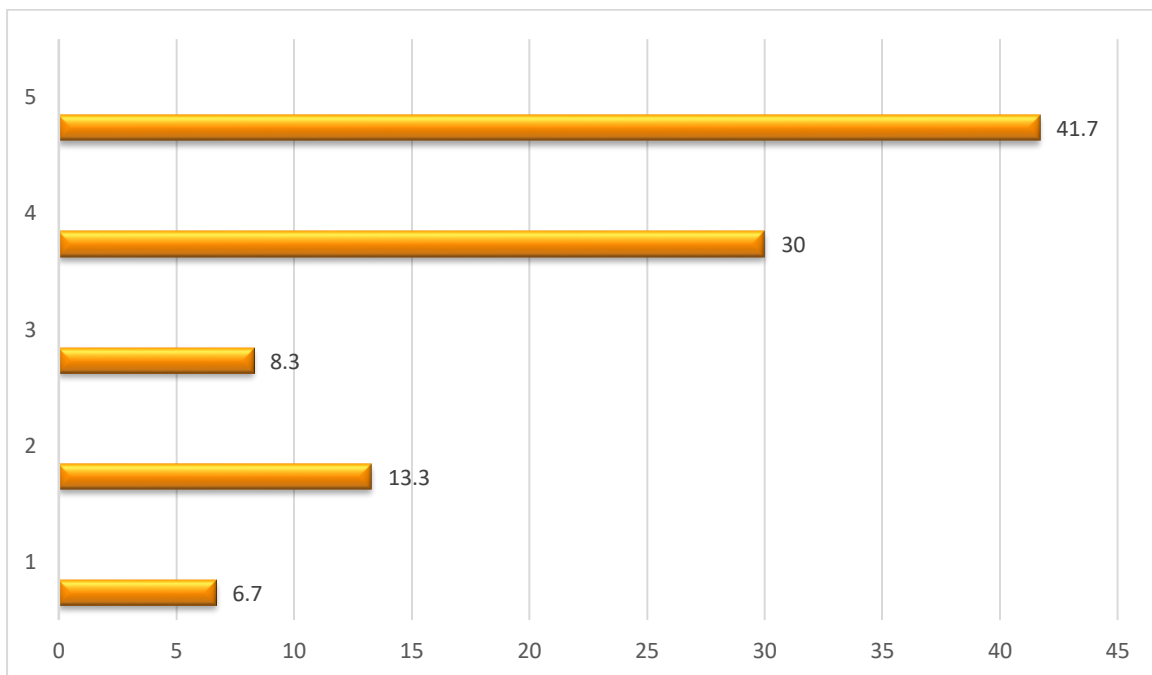
INTERPRETATION

The above chart shows the level of whether the respondents would be rating product qualities. half of the respondents opted rank 3 .8.3%, opted rank 4 .30%, opted rank 2 ,13.3%, opted rank 1 .6.7% and finally opted for rank 5, 41%. Thus, concluded by saying they are very satisfied with product qualities.

THINGS PREFERED TO BUY FROM FLIPKART

TABLE NO.27

OPTIONS	RESPONSE	PERCENTAGE
Books	3	5
Electronics	22	36.4
Fancy items	11	18.3
Stationery	11	18.3
Beauty and health care	8	13.3
Music, movies and poster	1	2
I have never shopped at Flipkart	4	6.7
TOTAL	**60**	**100**

FIGURE NO.27
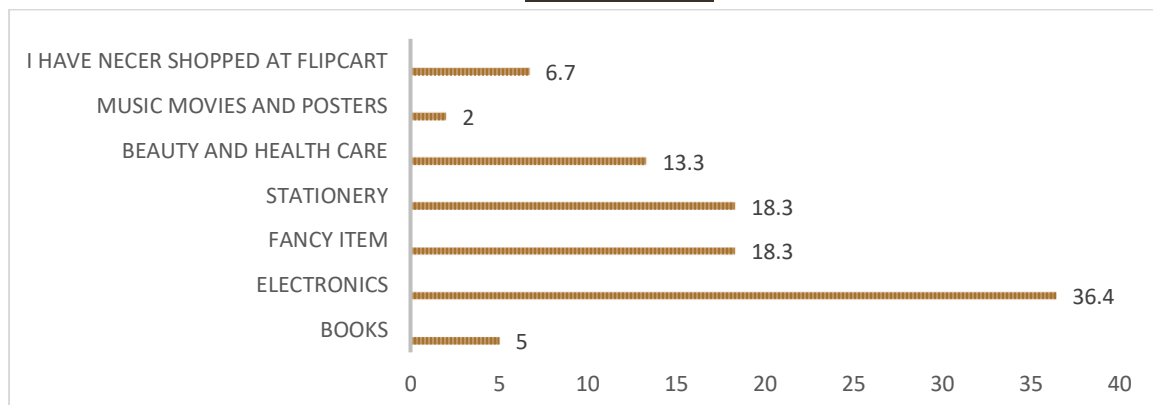
INTERPRETATION

The above chart shows that 36.4% of the respondents are preferred to buy electronics products, 18.3% of the respondents saying prefer to buy products like fancy items and stationery items,13.3% of the respondents are saying prefer to buy beauty and health care products, 5% of the respondents are preferred to buy books items, 6.7% of the respondents are saying they have never purchased at Flipkart and only 2% of the respondents are preferred to buy music, movies, and poster. Most people prefer to buy from Flipkart is electronics items because most of them are engaged and developed with electronics items.

FREQUENCY OF USING FLIPKART TO SHOP

TABLE NO.28

OPTIONS	RESPONSE	PERCENTAGE
Daily	2	3.3
Weekly	5	8.3
Monthly	33	55
Yearly	20	33.4
TOTAL	**60**	**100**

FIGURE NO.
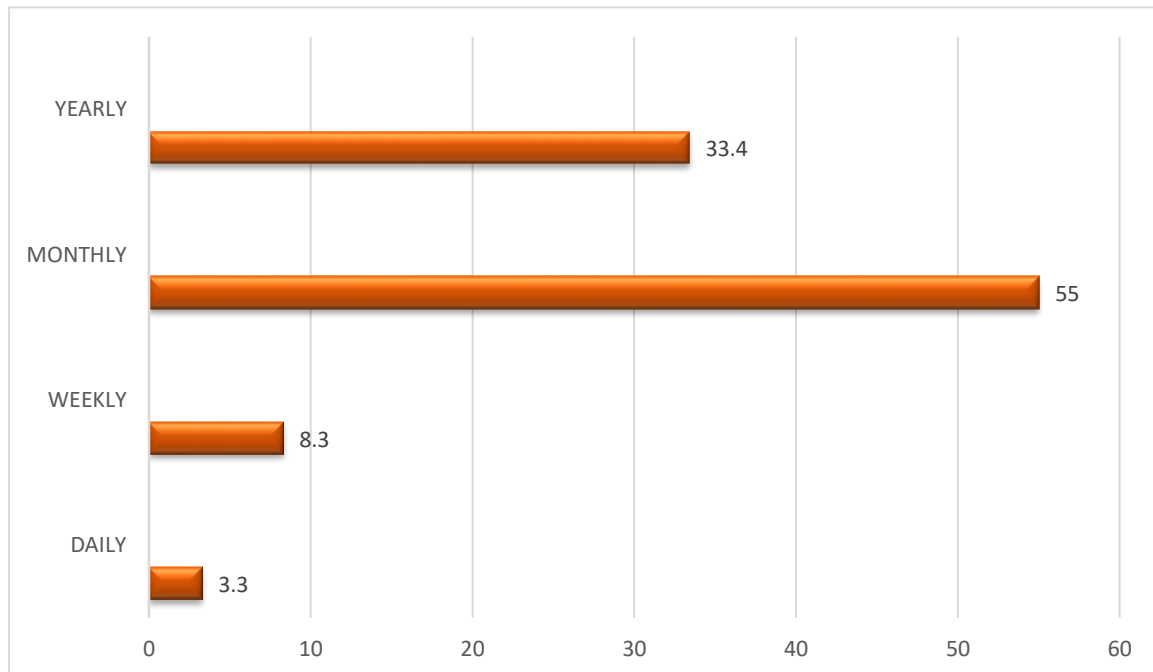
INTERPRETATION

According to the above chart shows that 55% of the respondents are saying they are using Flipkart monthly, 33.4% of the respondents are often using Flipkart yearly, 8.3% of the respondents are saying they are using Flipkart weekly and only 3.3% of the respondents are saying they are using Flipkart in daily. Most of the people are saying they are often using Flipkart a monthly basis.

CHAPTER -5

FINDINGS,SUGGESTIONS,AND CONCLUSION

5.1 FINDINGS

1. 76.7% of the respondents are aged between 20 and 30. The rest is below 20 that is, 23.3%. The majority of the respondents are young adults; mostly prefer to buy products online who need a vast variety of collections at their fingertips. Their needs are more compared to others.

2. 63.3% are females and 36.7% are males. There are more female customers than men; it is because women have a wide collection of items on online sites than men. And the latest collections can be more in online sites, so females prefer online.

3. Majority of the respondents are from the urban area who use e-commerce platforms than rural area respondents. It is mostly due to high population, density, and high built infrastructure and environment with the network coverage. The less-developed rural area lacks network coverage; thus, it makes the people fewer users of ecommerce platforms.

4. 40% of the respondents often use e-commerce websites before shopping offline and 30% always use them. Thus, it is clear that comparing prices and features online makes consumers more aware of the pros and cons of the same. Maybe it can make them help save money rather than buy at a huge price.

5. 75% of the respondents prefer to buy online. It is because they could select from a vast variety of products online also people get quick and comfortable in payment and rates.

6. 33.4% of the respondents said yes to the security concern of online shopping and the majority of the respondents that is 63.3% said maybe it is safe and sometimes not. As there are always some pros and cons for each matter online shopping does have the same. Even with online money transaction of product purchase and data sharing.

7. 45% of the respondents have been using the flipkart platform for more than one year. The number of online shoppers is gradually increasing day by day, but now it's slightly lagging back because of certain reasons such as poor internet connection, lack of knowledge, distrust towards online shopping, etc. But as present situation of Covid-19 it has become the best way of avoiding crowd and gatherings in shopping centers.

8. Majority of the respondents agreed that e-commerce is more advantageous than traditional commerce methods. Only a minority of the respondents disagreed with the statement. 40% of the respondents neutrally responded it is because customers have limitations in buying from online sites. All their wants cannot be satisfied through online shopping, as many customers need to see and feel the product which they are going to buy. Also, a large population has a piece less knowledge about online shopping.

9. 45% of the respondents said that flipkart can eliminate middlemen in trade. Only 17% said no and the rest 38% said maybe to this.

10. Majority71.7% of the respondents said they have not faced fraudulent situations while using e-commerce websites. The frauds might have happened to those, maybe because of lack of knowledge or even getting victims of fraud sites. It is a pointer towards the underdeveloped online shopping industry. This is expected to be the one reason why the customers choose traditional shopping to online shopping.

11. 50% of the respondents that they would suggest buying flipkart to others. And there only 1.7% of them responded negatively it may be because they have faced some crucial situation while using online shopping sites, with that they might have felt it insecure to suggest to others.

12. Majority of the respondents said it is easy to compare over e-shopping websites and only 6.7% of the respondents disagreed with the statement it is because it is possible to compare every product with another online before buying. Many features and descriptions are detailed for every product online.

13. Majority of the respondents have rated above 3 and only 25% of the respondents reacted below 3 this is due to the reason that the products are available throughout the whole day. It can be accessed from anywhere with an internet connection there is no burden of going to a physical store and choose from a limited choice.

14. 39.1% of the respondents are using an e-commerce website is Flipkart. The respondents are satisfying for using with Flipkart. Flipkart is the best website for online shopping. 3% of the respondents are interested to use the Limeroad website

15. 53.3% of the respondents are known about Flipkart through social media. Most of the people are engaged with social media platforms so they know more about

online shopping with Flipkart.1.7% of the respondents are only known about word of mouth.

16. 53.3% of the respondents like a feature about Flipkart is discount. Because most of the people looking discount option for purchasing the feature discount were encourage to the peoples for buying products. 3.3% of the respondents are like exchange offer. Because n some products they gave option for exchange offer to the customers

17. 36.7% of the respondents do not like Flipkart's delivery charge. Because sometimes the customers were facing higher charge on delivering time, they are not satisfied with delivering charge. 3.3% of the respondents are saying they do not like Flipkart is other options like the behaviour of the service boy, quality of the products, etc.

18. 45% of the respondents are rating satisfied with the Flipkart experience that they were used in Flipkart. 6.6% of the respondents are mostly satisfying with the Flipkart experience where they used about their service and qualities of the products that make very satisfaction to the respondents.

19. 36.7% of the respondents are rating 4th rank that they are used about Flipkart service. Most of the respondents are saying they are satisfied with using Flipkart service.8.2% of the respondents are rating 5th rank they are mostly satisfied with Flipkart service that they are used,

20. 55% of the respondents are saying Flipkart is widely available in India because the respondents are very happy to use the Flipkart site and lots of people were knowledgeable about the Flipkart site. so that they are saying Flipkart will available in India 1.7% of the respondents do not believe that Flipkart will available in India.

21. 41.7% of the respondents are satisfying to recommend Flipkart to someone. because Flipkart shows a higher rating in online shopping platforms and the products of Flipkart with good qualities so the respondents can surely recommend Flipkart to someone. 10% of the respondents are not satisfying to recommend Flipkart to someone because they are not satisfied with Flipkart's products or services.

22. 45% of the respondents are saying Agree to make payments through Flipkart is secure, 45% of the respondents are saying neutral. because the Flipkart site makes lots of safety measures while doing payment transactions through Flipkart, they

were asking for personal UPI numbers etc. only 10% of the respondents are saying strongly agree with this statement because there is also a chance of fraud, network issues.

23. 46.7% of the respondents are doing payments through Flipkart with cash. because lots of people are carrying cash with their hands, it is a very easy method for making payments .5% of the respondents are only using E-wallet because lots of people do not know about making payments through E-wallet.

24. 65% of the respondents are spending money for purchasing through Flipkart at range 1000-5000, 13.3% of the respondent's range at 5000-10000, and 21.7% of the respondent's range at above 10000. Most of the people are purchased at a range of 1000-5000 because the people are worried about purchasing at higher amount through online platform. Only some respondents are willing to buy at the range of above 10000.

25. 45% of the respondents are saying that maybe they are satisfied with product price because it depends on products basis. But 21.7% of the respondents are saying they are not satisfied with product prices. Because in some products they are charging a higher rate of prices more than the original value of the products and qualities.

26. 41% of the respondents are really satisfied with product delivery time because they were giving products at the correct time so the customers are really happy with product delivery time. 24% of the respondents are not satisfied with product delivery time.

27. 41.7% of the respondents are rating neutrally satisfying with product qualities that they have used through Flipkart. 6.7% of the respondents are not satisfying with product qualities because sometimes the product with poor quality and damaged products.

28. 36.4% of the respondents are saying they prefer to buy electronics from Flipkart. Different types of electronical devices are available in Flipkart so the customers have more preference to buy electronic items. Only 2% of the respondents are preferred to buy music, movies, and poster because it lacks in the collection.

29. 55% of the respondents are using Flipkart monthly, 33.4% of the respondents are using it yearly,8.3 %of the respondents are using weekly and 3.3% of the respondents

are using daily most of the people are saying they are using Flipkart monthly because most of the respondents may prefer offline purchase and may be occasionally, they prefer to buy online for their needs only.

5.2 <u>**Suggestion**</u>

1. Clarify the research question: The current topic is somewhat vague and doesn't clearly specify the research question. To improve the topic, you should clearly state the research question you are trying to answer. For example, you could ask, "What are the factors influencing customer attitudes towards Flipkart online shopping in Kakkand area?"

2. Define the scope of the study: It's important to define the scope of the study to avoid any confusion or misunderstanding. In this case, you could specify the exact geographic area of Kakkand that you are focusing on, the demographic of the customers, and the time frame of the study.

3. Develop a clear methodology: A good methodology is crucial for any research study. You should specify the data collection methods you plan to use (such as surveys or interviews), how you plan to analyze the data, and the sample size.

4. Use appropriate research tools: To ensure the validity and reliability of your research, you should use appropriate research tools. For example, you could use a standardized survey questionnaire to collect data from a representative sample of customers.

5. Consider ethical considerations: You should consider ethical considerations when conducting research. For example, you should obtain informed consent from participants, maintain confidentiality, and avoid any potential harm or deception.

6. Use appropriate data analysis techniques: After collecting data, you should use appropriate data analysis techniques to analyze the data and draw conclusions. You could use statistical tools such as regression analysis or factor analysis.

7. Draw meaningful conclusions: Finally, you should draw meaningful conclusions based on your analysis. Your conclusions should answer the research question and provide insights into the attitudes of customers towards Flipkart online shopping in Kakkand area. You should also discuss any implications of your findings and suggest areas for future research.

5.3 Conclusion

However, based on general knowledge and assumptions, here's a possible conclusion that could be drawn from such a study:

The study on the attitude of customers towards Flipkart online shopping in Kakkand area would have provided valuable insights into the preferences and behaviors of online shoppers in that specific region. It would have helped to understand the level of customer satisfaction and loyalty towards Flipkart, as well as the factors that drive customers to choose online shopping over traditional methods. Additionally, the study may have highlighted areas of improvement for Flipkart to enhance the customer experience and increase their market share in Kakkand area. Overall, the study would have been beneficial for Flipkart and other online retailers to better understand the needs and expectations of customers in that area and improve their services accordingly.

Firstly, the study would have likely collected data through surveys, interviews, or focus groups to gather information on customer attitudes, behaviors, and preferences towards Flipkart's online shopping platform. The data may have included factors such as customer satisfaction, perceived convenience, pricing, product selection, and delivery options.

The study may have also analyzed the demographics of the customers who use Flipkart in Kakkand area, such as age, gender, income, and education level, to better understand their purchasing habits and preferences. This information could help Flipkart tailor their marketing and promotional strategies to better target their audience in that specific area.

Furthermore, the study may have compared Flipkart's online shopping platform to other e-commerce platforms or traditional brick-and-mortar stores in the Kakkand area to identify areas of competitive advantage or disadvantage. This comparison could have revealed what factors are most important to customers when choosing where to shop and what improvements or changes Flipkart could make to increase their competitiveness.

In conclusion, a study on the attitude of customers towards Flipkart online shopping in Kakkand area would have collected and analyzed data on customer preferences, behaviors, and demographics to provide valuable insights into the factors that influence online shopping in that area. This information could help Flipkart and other e-commerce platforms improve their services and increase customer satisfaction and loyalty.

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- Marketing Management, 11 edition, by Philip Kotler

WEBSITE REFERRD

WWW.Scribd.com

www.academia.edu

www.Ukessays.com

ANNEXURE

QUESTIONNAIRE

Dear Madam/ sir **we Aiswarya rajesh,aswin manoj, mv Naveen** are bachelor of computer application students persuing our course from Bharata Mata College,Thrikkakara is engaged in a project on. A STUDY ON ATTITUDE OF CUSTOMERS REGARDING FLIPKART ONLINE SHOPPING IN KAKKANAD AREA''I request your kind response in this regard by filling up this questionnaire.Iassure you that the data collected will kept confidential and used only for academic purposes.

TOPIC: A STUDY ON ATTITUDE OF CUSTOMER REGARDING FLIPKART ONLINE SHOPPING IN KAKKANAD AREA

NAME:

AGE:

☐ below 20

☐ 20-30

☐ 30-40

☐ 40 above

LOCALITY

☐ Urban

☐ Semi urban

☐ Rural

☐ Semi-rural

1. How frequently have you used the e-commerce website for getting information before shopping at a physical store?

☐ Always

☐ Often

☐ Rarely

☐ Never

2. Tick the product varieties that you generally prefer buying online.

☐ Clothing

☐ Personal product

☐ Mobile/Tablet

☐ Laptop/Accessories

☐ Books

☐ Others

3.Do you prefer online shopping?

☐ Yes

☐ No

☐ Maybe

4. do you consider online shopping safe?

☐ Yes

☐ No

☐ Maybe

5.for how many years are you using e-commerce?

☐ Less than one year

☐ One year

☐ Moe than one year

☐ Less than one year

6.do you think e-commerce has its advantages over traditional methods of commerce?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

7.do you think e-commerce can eliminate the middlemen in trade?

☐ Yes

☐ No

☐ Maybe

8.have you got into any fraudulent situation while using e-commerce platform?

☐ Yes

☐ No

9.how likely would you recommend e-commerce to a friend/ colleague?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

10.it is easy to compare products through e-shopping?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

11. rate: ''I can buy the products anytime 24hrs while shopping online''.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

12. How did you come to know about Flipkart?

- ☐ TV

☐ Internet

☐ Social Media

☐ word of mouth

13. Which of the following feature do you like about Flipkart?

☐ Discount

☐ Customer service

☐ Delivery time

☐ Exchange offer

☐ Packaging

☐ I have never shopped at Flipkart

14. Which of the following feature do you not like about Flipkart?

☐ Delayed Time

☐ Packaging

☐ Delivery charge

☐ No complaints

☐ I have never shopped at Flipkart

☐ other

15. How do you rate overall Flipkart experience?

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

16. How do you rate Flipkart services that you have used?

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

17. Do you think Flipkart should be widely available in India?

☐ very likely

☐ Likely

☐ Neutral

☐ unlikely

☐ very unlikely

18. How likely are you to recommend Flipkart to someone you know?

☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

19. Do you believe Flipkart payments are secure?

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly Disagree

20. How do you make payments through Flipkart?

☐ cash

☐ Debit card

☐ Credit Card

☐ E-Wallet

☐ All the above

21. How do you make payments through Flipkart?

☐ 1000-5000
☐ 5000-1000
☐ Above 10000

22. Are you satisfied with product prices?

☐ Yes

☐ No

☐ Maybe

23. Are you satisfied with product delivery time?

☐ Yes

☐No

☐Maybe

24. How do you rate product qualities?

☐1
☐2
☐3
☐4
☐5

25. What do you prefer buying from Flipkart?

☐Books

☐Electronics

☐Fancy items

☐Stationery

☐Beauty and Health care

26..How often do you use Flipkart.?

☐Daily

☐Weekly

☐ Monthly

☐ yearly